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1987 Magazine Trend Report

Five-year circulation and advertising rate trends
of 162 U.S. and 52 Canadian magazines.

ABC Audit Bureau of Circulations

INDEX

Foreword 2-3

General Information Relating to Circulation
Methods Used by Publishers 4-6
Special Notes 7-8

U.S. PUBLICATION SECTION:

Alphabetical Listing of Publications 9

Publications by Classification 10

Individual Publication Data Analyses by
Classification 11-37

Five Year Trend Indices for Magazines by
Classification 38-40

CANADIAN PUBLICATION SECTION:

Alphabetical Listing of Publications 42
Publications by Classification 43

ENGLISH SECTION
Individual Publication Data 44-48
Five Year Trend Indices for Magazines by
Classification 49

FRENCH SECTION
Individual Publication Data 50-53
Five Year Trend Indices for Magazines by
Classification 54

ABC Magazine Trend Report 1982-1986

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FOREWORD

PURPOSE. The 1987 ABC Magazine Trend Report is published primarily for advertisers, advertising agencies and publishers interested in objective information on a large number of ABC-audited magazines.

This report includes circulation and advertising rate data for 162 U.S. and 52 Canadian ABC magazine members. The data in this edition have been compiled for the five year period from 1982-1986. U.S. magazines are grouped according to general interest categories which correspond to the publications' main listing in Standard Rate & Data's Consumer Magazine edition. The Canadian magazines are listed in two sections - English and French - and grouped according to general interest categories which correspond to the publications' main listing in Canadian Advertising Rates & Data.

CRITERIA. To be included in this report, a U.S. magazine must have an ABC-audited average paid circulation of at least 100,000 and an annual advertising revenue of at least $1,000,000. Canadian magazines must be ABC members.

PUBLICATIONS. The 1987 Edition includes twenty-three (23) new U.S. and four new Canadian magazine listings:

New U.S. Publications	New U.S. Publications	New Canadian Publications
American Photographer	Harvard Business Review	Legion Magazine
Bassmaster	Los Angeles Magazine	Le Temps de Vivre
Black Enterprise	M, The Civilized Man	Wow!
Bicycling	NRTA/AARP News Bulletin	Your Money
Boston Magazine	Runner's World	
Country Home	Salt Water Sportsman	
The Economist	San Francisco Focus	
Elle	Science	
Financial World	Southern Accents	
Good Food	Spectrum	
Harper's Magazine	Texas Monthly	
	W	

Previously listed publications not included in this edition are: Science Digest, Science '85, (U.S.) Alberta Report, Almanach Modern 1986, The Canadian Shopper, Touring & Travel, Sel et Poivre, Vivre, (Canada).

DATA FOR EACH MAGAZINE INCLUDES:

Average paid circulation
Percent of subscriptions
Post expiration copies
Total subscription sales
% circulation within 48 continental states
Subscription and single copy prices, with percent discount
Percent sold with premium
Advertising page rates - black & white and four color
Cost per page per thousand circulation
Advertising rate base/circulation guarantee
# of issues below rate base/circulation guarantee

In addition to the data provided on individual publications, indices are provided for each of the classifications. These tables use 1982 as the base year (if available) and show percentage changes for each subsequent year for three data items.

FOREWORD (cont.)

EXPLANATION OF DATA ITEMS AND SOURCES.

Average Paid Circulation. This figure, rounded to the nearest hundred, is a weighted average determined from Average Total Paid Circulation reported in Paragraph 1 of June and December Publisher's Statements and/or Initial Audit Reports (see Special Notes, page 7).

Percentage Subscription. Determined from same information used for Average Paid Circulation (above).

Post Expiration Copies. This figure is taken from Paragraph 7 of the June and December Publisher's Statements.

Total Subscriptions Sold. This figure, rounded to the nearest hundred, is the sum of the totals reported in Paragraphs 3-6 of June and December statements.

Percentage of U.S. Circulation. Determined by subtracting the total circulation for Alaska & Hawaii from the total U.S. and dividing by the total U.S. Circulation from Paragraph 12 of the June and December statements.

Percentage at Basic Rates. Determined by dividing the sum of lines 3a., 3b. and 3d. from June and December statements by Total Subscriptions Sold (above). NOTE: To maintain comparability with the data shown in previously issued ANA reports, all subscriptions sold at prices other than those reported as being sold at "lower than basic prices" have been included in the calculation of the "%@ Basic Rates." Accordingly, subscriptions sold at "higher than basic prices" and those sold at "association subscription prices" are included in the percentage of subscriptions sold at basic rates.

Percentage Sold with Premium. Determined by subtracting line 6a from the Total Subscriptions Sold in Period and then divided by the Total Subscriptions Sold in Period for the June and December statements.

Single Copy Price/1 Yr. Sub. Price/% Disc. Information is taken from the December 31st reports of each year and reflect information in effect as of December 31st of each year. All prices shown reflect those noted as "Basic." The percent discount is based on the difference between the one year subscription price versus the single copy price multiplied by the total number of issues for the year.

Advertising Rates. For U.S. publications, the four color and black & white rates shown are those reported in effect as of December 31 of each year, based on Standard Rate and Data Services' Consumer Magazine issues. The advertising rates for Canadian publications were compiled from January 1983-1987 issues of Canadian Advertising Rates & Data.

Cost per Thousand. Determined by dividing the advertising rate by the average paid circulation and multiplying by 1,000.

Rate Base/Circulation Guarantee. Information on each publication's advertising rate base/circulation guarantee was obtained from released ABC Audit Reports. The abbreviation "N.C." (none claimed) appears for any year a publication may not have reported a rate base/circulation guarantee.

Issues Below Rate Base. A total # of issues that did not meet the publication's advertising rate base/circulation guarantee for the June and December statements.

FUTURE EDITIONS. The next edition of this report will incorporate 1987 data. Suggestions for making future editions more useful are welcomed.

GENERAL INFORMATION RELATING TO CIRCULATION METHODS USED BY PUBLISHERS

Audit Bureau of Circulations (ABC) reports provide quantitative facts on circulation, not qualitative measures of the relative merits of circulation methods. However, ABC figures provide a basis for questions to publishers regarding the use of various channels of distribution and selling techniques.

The publisher's selection of circulation sources is based primarily on the economics of each source for the particular publication, its long-range and short-range effects on the publication and over-all circulation objectives.

The following may be helpful in attaining a better understanding of the various channels of distribution used by magazine publishers and reported on in ABC Publisher's Statements and Audit Reports.

A. Single Copy Sales (Paragraph 1)

Single-copy sales are obtained through newsdealers, supermarkets, drugstores, confectionery stores, tobacco shops, hotels and other retail outlets. It has been stated that although the continuity of purchase of a magazine in this manner is more likely to be on an irregular basis, the act of buying is generally believed to indicate strong interest in the magazine purchased.

At the same time, special interest publications and others may place less emphasis on the importance of having single-copy circulation because of inherent marketing factors for reaching target audiences in the most economical manner.

Bulk and all other. This circulation is explained in Paragraph 11 of ABC reports. Normally such circulation includes multiple-copy sales of an individual issue to a single source and may be a part of a promotion program by the bulk purchaser.

B. Channels of Subscription Sales (Paragraph 5)

(a) Ordered by mail and/or direct request.

Usually this method of subscription procurement is considered by many publications to be the most important and profitable method of obtaining renewal subscriptions. It is frequently claimed that this is the largest source of new subscriptions and often represents the greatest number of subscription sales reported by ABC member magazines.

Using this method of subscription procurement, publishers can to a large extent direct their subscription promotion efforts to specific markets or prospects of predetermined and known characteristics. Renewals are generally solicited by mail and many publishers believe that new subscriptions "ordered by mail and/or direct request" produce a higher renewal rate.

Since it is considered difficult to utilize individualized sales approaches for this method of subscription solicitations, especially for new business, offers frequently include short-term "introductory" subscriptions at a special price, long-term subscriptions at substantial savings, or "sweepstakes" offers. Apparently, the use of combination offers or the offer of premiums are less frequently used as a procurement method for this type of subscription.

(b) Ordered through salespeople.

1. *Catalog agencies and individual agents.* The bulk of the subscription production from this source is generally in the form of institutional orders for schools, libraries, etc. Often this kind of business is solicited on a bid basis for magazine lists preselected by the institution. Copies sold through this source would seem more likely to have high multiple readership.
2. *Publisher's own and other publishers' salespeople and -*
3. *Independent agencies' salespeople.* Field selling staffs may be directly supervised by publisher personnel or they may be independently owned and operated. They may opt to sell on a direct contact basis or they may be sponsored by a local civic or charitable organization.

Field selling staffs are usually composed of "professionals" who depend on selling subscriptions as their livelihood. In order to validate that the sales staff of these agencies conform to the policies of the agency and/or publisher and the rules under which they are authorized (which might stipulate no sympathy appeals, full payment of the authorized price under the payment plan authorized, proper use of premiums or combinations, etc.), many publishers endeavor to verify a percentage of the orders by mail and/or field surveys and supervision.

It is generally felt that abuses in this type of selling are less frequent today than in the past. This can be attributed to the efforts of the Magazine Publishers Association, the Federal Trade Commission and individual publishers.

It is considered normal practice for field selling staffs, whether publisher-owned or independent, sponsored or unsponsored, to receive a higher commission rate than independent agents or subagents of catalog agencies. This could be either in the form of cash bonuses or lower remitting rates.

4. *Newspaper agencies.* Practically all subscriptions received through this channel are sold in combination with newspapers. It is customary to have one specified newspaper included in every combination offer. The combination usually will include several magazines, selected by the subscribers.

   Sales are made by the newspapers' carrier staffs or through a mail solicitation effort conducted by the newspaper.

5. *Members of schools, churches, fraternal and similar organizations.* Sales in this category differ from the sponsored sales of field staffs in that the sale is made by members of the school, church or other organization rather than by a professional salesperson.

   Generally, the student or organization member sells from a brochure listing many different titles. While friendship or a willingness to help out a good cause may enter into the decision to purchase, in entering into such a sale the customer nonetheless selects the magazine or magazines of their choice from the list.

(c) Association memberships.

Subscription prices of magazines issued by associations are often included in the annual dues and are non-deductible from those dues. In these cases the publisher usually has control over selling methods. The subscriber does not have the choice of free selection.

Some associations permit the member to deduct the price of a subscription to the publication from the dues. In these instances the subscriber makes the choice when joining the association or renewing the membership.

In either case, the method is explained in ABC reports, Paragraph 11 - Explanatory.

(d) All other channels.

When production is generated from other channels, these other channels are described in Paragraph 11.

C. Other Factors Influencing Circulation

Use of Premiums (Paragraph 6)

Premiums given with magazine subscriptions may be "free" to the subscriber, in that no additional charge is made for the premium, or an additional charge may be made for the premium. ABC rules require that such sales be properly reported.

One type of premium frequently used is a book containing the same general kinds of material as in the magazine. This is a "related" premium and usually indicates reader appeal in the subject matter appearing in the publication.

The second type of premium often used is "unrelated" to the magazine. Use of this kind of premium may have a significant influence on the subscription purchase.

The ABC rule on premiums requires that in order for the subscription to qualify as paid, the amount paid by the subscriber must equal the full value of the premium, plus not less than 50 percent of the basic subscription price of the publication for terms of one year or less. For terms of more than one year, it must be at least 50% of the pro rata of the basic annual prices for the term of the order. The value of the premium is either determined by a stated value or one based on cost plus 25 percent. The highest figure is the one used.

Duration of Subscriptions Sold (Paragraph 4)

While for many years it was considered to the publisher's advantage to obtain original and renewal subscriptions for as long a period as possible, the effect of current inflationary trends on postage and production costs is such that many publishers prefer to limit the number of long-term subscriptions and their long-term obligation at current prices.

At the other end of the scale, short-term subscriptions of less than one year's duration are generally considered worthwhile to the publisher only if they can be converted to longer-term renewals or to meet specified short-term circulation objectives.

Long-term subscriptions are frequently obtained through field staff solicitations while shorter "introductory" offers are usually associated with direct mail new business offers. The relative worth of one year subscriptions vs. two, three years or more, from a readership and responsiveness standpoint is subject to differing evaluations.

Post Expiration Copies (Paragraph 7)

Some publishers follow a policy terminating subscriptions promptly at expiration. Others consider serving additional copies past the expiration date as a good method of obtaining renewals and assuring continuity of service to the subscriber.

If copies are served consecutively without missing an issue, ABC rules permit including the copies served beyond expiration in paid circulation up to three months for domestic and six months for foreign subscriptions, providing at least 50 percent of the basic annual subscription price was paid originally. Subscriptions carried as post expiration copies beyond the specified period must be omitted from the paid circulation count.

Cost of Obtaining Circulation

Data on the costs of circulation acquisition do not appear in ABC reports as they represent confidential and internal operating costs of the publisher. Questions to publishers may sometimes elicit considerable information on costs, but such figures may be difficult to analyze and to compare unless it is known what factors may be included or excluded.

It is generally agreed that high-cost circulation is usually poor economics for the publisher over the long run; it may represent a poor investment for the reader if editorial quality is impaired to support it; and a poor buy for the advertiser if it does not produce interested and responsive readers.

At the same time, the cost of circulation acquisition should be considered in terms of the overall life of the subscription. Some subscription sources may have an initially higher cost or involve considerable investment by the publisher, but will represent more economical or low-cost circulation to the publisher over the long run because of a high renewal performance.

SPECIAL NOTES

Not all of the publications included in this report were magazine members of ABC during the entire period of 1982 through 1986. As only ABC circulation data were used, no information has been shown in the report for those years that the publication did not hold ABC magazine membership.

The following information pertains to those magazines not having trend data for the full five year period covered by this report.

U.S. PUBLICATIONS:

American Health-Fitness of Body and Mind - Initial Audit covered the six-month period ended June 30, 1982.

Bicycling - Initial Audit covered the six-month period ended December 31, 1983.

Country Home - Initial Audit covered the six-month period ended December 31, 1984.

Elle - Initial Audit covered the six-month period ended December 31, 1985.

Family Computing - Initial Audit covered the six-month period ended December 31, 1983.

Good Food - Initial Audit covered the six-month period ended June 30, 1986.

High Technology - Initial Audit covered the six-month period ended December 31, 1982.

M, The Civilized Man - Initial Audit covered the three-month period ended March 31, 1984.

NRTA/AARP News Bulletin - Prior to December 31, 1982 the NRTA and AARP News Bulletins filed separate Publisher's Statements. Therefore, figures are not shown for the six month period ended June 30, 1982.

Spectrum - Initial Audit covered the six-month period ended December 31, 1984.

Sylvia Porter's Personal Finance Magazine - Initial Audit covered the six-month period ended December 31, 1983.

Traveler - Initial Audit covered the six-month period ended June 30, 1984.

Vanity Fair - Initial Audit covered the three-month period ended September 30, 1983.

CANADIAN PUBLICATIONS:

Almanach du Peuple - Initial Audit covered the 1984 Edition.

Atlantic Insight - Figures are not shown for calendar year 1982 as publication was under voluntary temporary suspension of report service.

Canadian Business - The Bureau's Board of Directors approved a transfer from Business Publication to Magazine for Canadian Business effective with the Publisher's Statement covering the period ended June 30, 1984.

City & Country Home - Initial Audit covered the six-month period ended December 31, 1982.

Coup de Peigne - Initial Audit covered the six-month period ended December 31, 1983.

Coup de Pouce - Initial Audit covered the six-month period ended June 30, 1984.

Coup de Pouce Extra - Initial Audit covered the six-month period ended December 31, 1985.

Equinox-The Magazine of Canadian Discovery - Initial Audit covered the six-month period ended June 30, 1982.

The Financial Post - The Bureau's Board of Directors approved a transfer from Business Publication to Magazine for The Financial Post effective with the Publisher's Statement covering the period ended June 30, 1983.

SPECIAL NOTES (cont.)

Financial Times of Canada - The Bureau's Board of Directors approved a transfer from Business Publication to Magazine for the Financial Times of Canada effective with the Publisher's Statement covering the period ended December 31, 1983.

Les Idees de Ma Maison - Initial Audit covered the six-month period ended December 31, 1983.

M - Initial Audit covered the six-month period ended December 31, 1983.

Outdoor Canada - Initial Audit covered the six-month period ended December 31, 1983.

Photo Life - Initial Audit covered the six-month period ended December 31, 1982.

Quebec Yachting Voile & Moteur - Initial Audit covered the six-month period ended December 31, 1985.

Le Temps de Vivre - Initial Audit covered the six-month period ended June 30, 1986.

Wow! - Initial Audit covered the six-month period ended June 30, 1986.

Your Money - Initial Audit covered the six-month period ended December 31, 1985.

Some magazines carry a variable/seasonal advertising rate base, or circulation guarantee or change the advertising rate throughout a given calendar year. These magazines are listed below. For further information, please refer to their June and December Publisher's Statements.

U.S.

American Health - Fitness of Body and Mind
Americana
American Photographer
The Atlantic Monthly
Bicycling
Boston Magazine
Car & Driver
Colonial Homes
Consumer's Digest
Country Journal
Country Living
Cycle World
The Economist (North American Edition)
Elle
Esquire
Family Circle
Family Computing
50 Plus
Financial World
Flower & Garden Magazine
Glamour
Golf Digest
GQ-Gentlemen's Quarterly
Harper's Magazine
Harvard Business Review
Health
High Fidelity
High Technology
Home Magazine
Home Mechanix
The Homeowner
Life
Los Angeles Magazine
Mademoiselle
McCall's
Modern Photography
Money
M, The Civilized Man
National Lampoon
Natural History
The New Yorker
1,001 Home Ideas
Penthouse
People Weekly
Playboy
Prevention Magazine
Rolling Stone
Runner's World
Salt Water Sportsman
San Francisco Focus
The Saturday Evening Post
Savvy
Self
Seventeen
Signature
Ski (Incorporating Ski Life)
Skiing
Soap Opera Digest
Sport
Success!
The Sporting News
Traveler
Travel & Leisure
True Story
TV Guide
Venture
Video
Weight Watchers Magazine
Woman's Day
Workbench
Working Woman
World Tennis
Yankee

CANADA

Outdoor Canada

ALPHABETICAL LISTING OF U.S. PUBLICATIONS

Publication	Classification
*American Health-Fitness of Body and Mind	Health
American Hunter, The	Fishing & Hunting
American Legion Magazine, The	Fraternal, Clubs & Associations
American Photographer	Photography
American Rifleman, The	Fishing & Hunting
Americana	Home Service & Home
Architectural Digest	Home Service & Home
Atlantic Monthly, The	General Editorial
Bassmaster Magazine	Fishing & Hunting
Better Homes & Gardens	Home Service & Home
*Bicycling	Sports
Black Enterprise	Business & Finance
Bon Appetit	Epicurean
Boston Magazine	Metropolitan/Regional/State
Boys' Life	Youth
Bride's	Brides, Bridal
Business Week	Business & Finance
Car Craft	Automotive
Car and Driver	Automotive
Changing Times	General Editorial
Colonial Homes	Home Service & Home
Consumers Digest	General Editorial
Cosmopolitan	Women's
*Country Home	Home Service & Home
Country Journal	Home Service & Home
Country Living	Home Service & Home
Crafts	Crafts, Games, Hobbies & Models
Cycle World	Motorcycle
Discover	Science/Technology
Ebony	General Editorial
Economist, The	Business & Finance
Elks Magazine, The	Fraternal, Clubs & Associations
*Elle	Women's/Men's Fashion, Beauty & Grooming
Esquire Magazine	Men's
Essence	Women's
Family Circle	Women's
*Family Computing	Computers
Family Handyman, The	Home Service & Home
Field & Stream	Fishing & Hunting
50 Plus	Senior Citizens
Financial World	Business & Finance
Flower & Garden Magazine	Gardening
Food & Wine, The Guide to Good Taste	Epicurean
Forbes	Business & Finance
Fortune	Business & Finance
Games	Crafts, Games, Hobbies & Models
GQ-Gentlemen's Quarterly	Men's
Glamour	Women's/Men's Fashion, Beauty & Grooming
Golf Digest	Sports
Golf (Incorporating Golfing)	Sports
*Good Food	Women's
Good Housekeeping	Women's
Gourmet	Epicurean
Grit	General Editorial
Guns & Ammo	Fishing & Hunting
Harper's Bazaar	Women's/Men's Fashion, Beauty & Grooming
Harper's Magazine	General Editorial
Harvard Business Review	Business & Finance
Health	Health
High Fidelity	Music
*High Technology	Business & Finance
Home Magazine	Home Service & Home
Home Mechanix	Mechanics & Science
Homeowner, The	Home Service & Home
Hot Rod	Automotive
House Beautiful	Home Service & Home
House & Garden	Home Service & Home
Inc.	Business & Finance
Jet	News-Weeklies
Ladies' Home Journal	Women's
Life	General Editorial
Los Angeles Magazine	Metropolitan/Regional/State
Mademoiselle	Women's/Men's Fashion, Beauty & Grooming
*M, The Civilized Man	Men's
McCall's	Women's
Metropolitan Home	Home Service & Home
Michigan Living	Travel
Modern Bride	Brides, Bridal
Modern Maturity	Senior Citizens
Modern Photography	Photography
Money	General Editorial
Mother Earth News	General Editorial
Motor Trend	Automotive
Motorland	Travel
Ms. Magazine	Women's
Muscle & Fitness	Sports
National Geographic Magazine	General Editorial
National Lampoon	Men's
Nation's Business	Business & Finance
Natural History	Science/Technology
New Woman	Women's
New York Magazine	News-Weeklies
New Yorker, The	General Editorial
Newsweek	News-Weeklies
*NRTA/AARP News Bulletin	Senior Citizens
Omni	Science/Technology
1,001 Home Ideas	Home Service & Home
Outdoor Life	Fishing & Hunting
Parents	Women's
Penthouse	Men's
People Weekly	News-Weeklies
Playboy	Men's
Popular Mechanics	Mechanics & Science
Popular Science	Mechanics & Science
Practical Homeowner	Home Service & Home
Prevention	Health
Psychology Today	General Editorial
Reader's Digest	General Editorial
Redbook	Women's
Road & Track	Automotive
Rodale's Organic Gardening	Gardening
Rolling Stone	Music
Runner's World	Sports
Salt Water Sportsman	Boating & Yachting
San Francisco Focus	Metropolitan/Regional/State
Saturday Evening Post	General Editorial
Savvy	Business & Finance
Science	Science/Technology
Self	Women's
Seventeen	Women's
Shape	Women's
Signature	Travel
Ski (Incorporating Ski Life)	Sports
Skiing	Sports
Smithsonian	General Editorial
Soap Opera Digest	Women's
Southern Accents	Home Service & Home
Soutnern Living	Home Service & Home
*Spectrum	Science/Technology
Sport	Sports
Sporting News, The	News-Weeklies
Sports Afield	Fishing & Hunting
Sports Illustrated	News-Weeklies
Star, The	General Editorial
Success!	General Editorial
Sunset	Home Service & Home
*Sylvia's Porter Personal Finance Magazine	Business & Finance
'Teen	Women's
Tennis	Sports
Texas Monthly	Metropolitan/Regional/State
Time	News-Weeklies
Town & Country	General Editorial
Trailer Life	Campers, RV, Mobile Homes & Trailers
*Traveler	Travel
Travel & Leisure	Travel
True Story	Women's
TV Guide	News-Weeklies
Us	News-Biweeklies, Semi-Monthlies
U.S. News & World Report	News-Weeklies
*Vanity Fair	General Editorial
Venture	Business & Finance
Video	TV & Radio/Communications & Electronics
Vogue	Women's/Men's Fashion, Beauty & Grooming
W	Women's
Weight Watchers Magazine	Epicurean
Woman's Day	Women's
Workbasket, The	Women's
Workbench	Home Service & Home
Working Mother	Women's
Working Woman	Women's
World Tennis	Sports
Yankee	General Editorial

*See Special Notes - Page 7

U.S. PUBLICATIONS BY CLASSIFICATION

Automotive
- Car Craft
- Car and Driver
- Hot Rod
- Motor Trend
- Road & Track

Brides, Bridal
- Bride's
- Modern Bride

Boating & Yachting
- Salt Water Sportsman

Business & Finance
- Black Enterprise
- Business Week
- Economist, The
- Financial World
- Forbes
- Fortune
- Harvard Business Review
- *High Technology
- Inc.
- Nation's Business
- Savvy
- *Sylvia Porter's Personal Finance Magazine
- Venture

Campers, RV, Mobile Homes & Trailers
- Trailer Life

Computers
- *Family Computing

Crafts, Games, Hobbies & Models
- Crafts
- Games

Epicurean
- Bon Appetit
- Food & Wine, The Guide to Good Taste
- Gourmet
- Weight Watchers Magazine

Fishing & Hunting
- American Hunter, The
- American Rifleman, The
- Bassmaster Magazine
- Field & Stream
- Guns & Ammo
- Outdoor Life
- Sports Afield

Fraternal, Clubs & Associations
- American Legion Magazine, The
- Elks Magazine, The

Gardening
- Flower & Garden Magazine
- Rodale's Organic Gardening

General Editorial
- Atlantic Monthly, The
- Changing Times
- Consumers Digest
- Ebony
- Grit
- Harper's Magazine
- Life
- Money

General Editorial (cont.)
- Mother Earth News, The
- National Geographic Magazine
- New Yorker, The
- Psychology Today
- Reader's Digest
- Saturday Evening Post
- Smithsonian
- Star, The
- Success!
- Town & Country
- *Vanity Fair
- Yankee

Health
- *American Health-Fitness of Body & Mind
- Health
- Prevention

Home Service & Home
- Americana
- Architectural Digest
- Better Homes & Gardens
- Colonial Homes
- *Country Home
- Country Living
- Family Handyman, The
- Home Magazine
- Homeowner, The
- House Beautiful
- House & Garden
- Metropolitan Home
- 1,001 Home Ideas
- Practical Homeowner
- Southern Accents
- Southern Living
- Sunset
- Workbench

Mechanics & Science
- Home Mechanix
- Popular Mechanics
- Popular Science

Men's
- Esquire Magazine
- GQ-Gentlemen's Quarterly
- *M, The Civilized Man
- National Lampoon
- Penthouse
- Playboy

Metropolitan/Regional/State
- Boston Magazine
- Los Angeles Magazine
- San Francisco Focus
- Texas Monthly

Motorcycle
- Cycle World

Music
- High Fidelity
- Rolling Stone

News-Weeklies
- Jet
- New York Magazine
- Newsweek
- People Weekly
- Sporting News, The
- Sports Illustrated
- Time-The Weekly News Magazine
- TV Guide
- U.S. News & World Report

News-Biweeklies, Semi-Monthlies
- Us

Photography
- American Photographer
- Modern Photography

Science/Technology
- Discover
- Natural History
- Omni
- Science
- *Spectrum

Senior Citizens
- 50 Plus
- Modern Maturity
- *NRTA/AARP News Bulletin

Sports
- *Bicycling
- Golf Digest
- Golf (Incorporating Golfing)
- Muscle & Fitness
- Runner's World
- Ski (Incorporating Ski Life)
- Skiing
- Sport
- Tennis
- World Tennis

Travel
- Michigan Living
- Motorland
- Signature
- Travel & Leisure
- *Traveler

TV & Radio/Communications & Electronics
- Video

Women's
- Cosmopolitan
- Essence
- Family Circle
- *Good Food
- Good Housekeeping
- Ladies' Home Journal
- McCall's
- Ms. Magazine
- New Woman
- Parents
- Redbook
- Self
- Seventeen
- Shape
- Soap Opera Digest
- 'Teen
- True Story
- W
- Woman's Day
- Workbasket
- Working Mother
- Working Woman

Women's/Men's Fashion, Beauty & Grooming
- *Elle
- Glamour
- Harper's Bazaar
- Mademoiselle
- Vogue

Youth
- Boys' Life

*See Special Notes - Page 7

INDIVIDUAL PUBLICATION LISTINGS BY CLASSIFICATION

Year End. 12-31	Ave. Paid Circ.	% Circ. In 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
Automotive																	
CAR CRAFT																	
1986	407.7	98.9	50.3	217.6	17.9	2.5	2.00	13.94	41.9	12	5.5	400.0	4	7680	18.84	12290	30.14
1985	439.8	98.8	53.3	181.2	22.4	4.3	1.75	12.94	38.4	12	.0	400.0	1	7000	15.92	11200	25.47
1984	427.3	98.9	53.1	276.1	25.0	0.0	1.75	11.94	43.1	12	.0	400.0	2	6700	15.68	10720	25.09
1983	400.1	98.8	47.7	225.7	26.1	0.1	1.75	11.94	43.1	12	.0	400.0	4	6400	16.00	10240	25.59
1982	400.6	98.9	44.1	154.5	27.9	4.7	1.50	11.94	33.7	12	6.3	400.0	N.A.	5600	13.98	8960	22.37
CAR AND DRIVER#																	
1986	912.0	99.2	73.3	556.0	35.3	0.2	2.50	16.98	43.4	12	.0	900.0	3	26570	29.13	40910	44.86
1985	906.7	99.2	73.3	550.6	31.1	0.1	2.50	16.98	43.4	12	.0	900.0	3	25065	27.64	38600	42.57
1984	854.3	99.2	71.7	518.3	29.7	0.0	2.25	16.98	37.1	12	.0	900.0	1	22995	26.92	35410	41.45
1983	800.3	99.3	70.0	545.2	25.2	0.0	2.25	12.98	51.9	12	.0	775.0	0	18760	23.44	28890	36.10
1982	734.6	99.3	71.4	454.2	26.5	0.0	1.50	11.98	33.4	12	10.2	725.0	N.A.	16455	22.40	25340	34.49
HOT ROD																	
1986	807.9	99.1	66.9	580.7	19.7	2.0	2.25	15.94	41.0	12	6.4	800.0	6	15360	19.01	24575	30.42
1985	856.8	99.1	65.6	507.0	23.6	2.2	2.00	13.94	41.9	12	.0	800.0	1	14000	16.34	22400	26.14
1984	860.2	99.1	64.6	550.8	29.6	0.0	1.75	11.94	43.1	12	.0	800.0	0	13400	15.58	21440	24.92
1983	800.3	99.2	61.6	602.8	26.2	0.0	1.75	11.94	43.1	12	.0	800.0	2	12750	15.93	20400	25.49
1982	791.6	99.1	59.1	437.7	52.1	5.6	1.75	11.94	43.1	12	.0	850.0	N.A.	12750	16.11	20400	25.77
MOTOR TREND																	
1986	761.0	99.2	72.5	494.9	21.8	3.3	2.50	15.94	46.9	12	7.4	750.0	4	19315	25.38	30905	40.61
1985	765.9	99.2	71.6	491.8	28.8	1.0	2.25	13.94	48.4	12	.0	750.0	3	17625	23.01	28200	36.82
1984	767.8	99.2	71.9	504.4	36.5	0.0	2.00	11.94	50.3	12	.0	750.0	4	16125	21.00	25800	33.60
1983	770.1	99.2	70.5	493.1	31.0	0.0	1.75	11.94	43.1	12	.0	750.0	1	14815	19.24	23705	30.78
1982	744.3	99.3	72.0	436.2	20.1	0.5	1.50	11.94	33.7	12	.0	750.0	N.A.	13690	18.39	21905	29.43
ROAD & TRACK																	
1986	711.7	99.2	61.2	439.7	19.1	0.2	2.50	17.94	40.2	12	.0	700.0	0	20045	28.16	31485	44.24
1985	735.2	99.1	61.5	443.2	19.1	3.1	2.50	17.94	40.2	12	.0	700.0	0	18910	25.72	29705	40.40
1984	740.1	99.1	64.2	427.2	14.3	5.3	2.00	17.94	25.3	12	.0	700.0	0	17190	23.23	27005	36.49
1983	727.9	99.1	63.8	500.0	13.5	0.8	1.75	17.94	14.6	12	.0	700.0	0	15770	21.67	24775	34.04
1982	654.2	99.1	63.5	437.9	16.2	0.0	1.75	15.94	24.1	12	3.3	675.0	N.A.	13825	21.13	21720	33.20
Boating & Yachting																	
SALT WATER SPORTSMAN#																	
1986	121.1	98.3	80.5	94.5	87.3	26.1	2.50	19.95	33.5	12	17.7	120.0	3	3770	31.13	5645	46.61
1985	114.7	98.4	79.6	83.3	79.5	24.6	2.50	18.00	40.0	12	18.8	112.0	2	3525	30.73	5275	45.99
1984	113.7	98.4	79.7	80.3	78.4	19.4	2.00	18.00	25.0	12	17.8	112.0	0	3145	27.66	4760	41.86
1983	98.9	98.4	79.3	65.1	56.3	14.6	2.00	18.00	25.0	12	14.7	104.5	5	2885	29.17	4365	44.14
1982	97.8	98.6	79.2	52.5	74.4	0.0	2.00	15.00	37.5	12	14.3	N.A.	N.A.	2710	27.71	4100	41.92

#See Special Notes - Page 8

Year End. 12-31	Ave. Paid Circ.	% Circ. In 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
Brides, Bridal																	
BRIDE'S																	
1986	382.5	99.4	13.0	64.7	85.5	0.0	4.00	12.00	50.0	6	.0	N.C.	0	15930	41.65	19830	51.84
1985	375.6	99.4	10.1	51.5	79.0	0.0	3.50	12.00	42.9	6	.0	N.C.	0	14750	39.27	18360	48.88
1984	371.5	99.5	10.4	32.7	17.5	0.0	3.50	12.00	42.9	6	.0	N.C.	0	13660	36.77	17000	45.76
1983	361.2	99.5	11.0	54.0	3.7	0.0	3.50	12.00	42.9	6	.0	N.C.	0	12420	34.39	15450	42.77
1982	370.2	99.6	8.3	45.3	4.9	0.0	3.00	12.00	33.3	6	.0	N.C.	N.A.	11090	29.96	13800	37.28
MODERN BRIDE																	
1986	326.3	99.4	13.1	70.2	12.5	0.0	4.00	15.00	37.5	6	.0	N.C.	0	15370	47.10	19215	58.89
1985	330.3	99.4	12.1	65.4	11.9	0.0	3.50	15.00	28.6	6	.0	N.C.	0	14230	43.08	17790	53.86
1984	330.5	99.4	11.4	73.7	11.0	0.0	3.50	15.00	28.6	6	.0	N.C.	0	13425	40.62	16785	50.79
1983	331.9	99.4	9.9	44.9	46.0	0.0	3.50	12.00	42.9	6	.0	N.C.	0	12430	37.45	15540	46.82
1982	335.3	99.5	11.7	44.7	24.2	0.0	3.00	12.00	33.3	6	.0	N.C.	N.A.	11100	33.10	13875	41.38
Business & Finance																	
BLACK ENTERPRISE																	
1986	235.6	99.7	95.7	217.0	15.4	0.0	1.95	15.00	35.9	12	41.0	230.0	4	9080	38.54	11610	49.28
1985	232.1	99.8	94.8	241.0	10.9	0.0	1.95	15.00	35.9	12	48.5	230.0	9	9080	39.12	11610	50.02
1984	245.5	99.7	95.0	197.2	14.1	0.0	1.75	15.00	28.6	12	44.4	250.0	9	8840	36.01	11300	46.03
1983	243.2	99.8	95.6	190.2	20.4	0.1	1.75	15.00	28.6	12	56.0	250.0	4	8035	33.04	10270	42.23
1982	250.4	99.8	95.1	166.2	19.5	0.0	1.75	15.00	28.6	12	34.8	250.0	N.A.	8035	32.09	10270	41.01
BUSINESS WEEK																	
1986	788.2	99.1	96.2	750.4	55.9	25.2	2.00	39.95	61.6	52	33.7	775.0	9	32142	40.78	48854	61.98
1985	871.1	99.0	96.3	846.8	60.7	36.1	2.00	39.95	60.8	51	65.2	856.0	15	29720	34.12	45188	51.87
1984	857.0	99.0	96.2	909.9	62.6	28.5	2.00	39.95	61.6	52	79.6	856.0	22	27636	32.25	36660	42.78
1983	852.8	99.0	96.2	880.6	63.4	18.9	2.00	39.95	60.8	51	63.4	848.0	12	25588	30.00	38896	45.61
1982	850.8	99.1	96.3	782.0	60.1	14.3	2.00	34.95	65.7	51	121.7	845.0	N.A.	23120	27.17	35140	41.30
ECONOMIST, THE (NORTH AMERICAN EDITION)#																	
1986	115.8	99.2	91.6	185.3	23.6	0.0	2.50	85.00	33.3	51	.0	115.0	1	11410	98.53	20800	179.62
1985	106.3	99.1	91.9	161.7	25.3	0.0	2.50	85.00	33.3	51	.0	100.0	0	9800	92.19	17700	166.51
1984	101.8	99.1	92.5	168.4	19.6	0.0	2.50	85.00	33.3	51	.0	100.0	13	9800	96.27	17700	173.87
1983	97.1	99.2	92.1	191.4	9.0	0.0	2.50	85.00	33.3	51	.0	95.0	12	9300	95.78	17000	175.08
1982	80.9	99.3	89.6	207.8	12.6	0.0	2.50	85.00	33.3	51	.8	N.A.	N.A.	8650	106.92	15700	194.07
FINANCIAL WORLD#																	
1986	165.6	99.2	96.4	271.1	4.0	0.9	2.50	44.95	30.8	26	16.9	165.0	6	7995	48.28	11995	72.43
1985	136.5	99.2	96.0	213.7	7.0	2.3	2.50	44.95	30.8	26	15.2	140.0	4	6995	51.25	10495	76.89
1984	115.5	99.3	94.0	200.3	6.2	0.0	2.00	41.95	19.3	26	19.4	125.0	7	6250	54.11	9375	81.17
1983	103.6	99.3	93.7	130.4	10.8	0.0	2.00	41.95	8.8	23	24.7	100.0	0	5075	48.99	7540	72.78
1982	102.8	99.1	94.2	117.9	10.7	0.0	1.75	39.00	7.1	24	34.8	N.A.	N.A.	4650	45.23	6915	67.27

#See Special Notes - Page 8

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
															Business & Finance (cont.)		
FORBES																	
1986	730.2	99.1	95.2	785.5	68.6	26.3	3.50	42.00	57.1	28	.0	720.0	0	23790	32.58	36180	49.55
1985	729.5	99.0	95.1	644.6	74.3	28.9	3.00	42.00	51.7	29	.0	720.0	0	22210	30.45	33760	46.28
1984	726.2	99.1	95.1	565.1	74.8	18.8	3.00	39.00	55.2	29	.0	715.0	0	20280	27.93	30800	42.41
1983	719.5	99.1	95.3	575.4	73.9	13.4	3.00	36.00	55.6	27	.0	700.0	0	18500	25.71	28100	39.05
1982	710.9	99.1	96.0	599.5	73.7	18.5	2.50	33.00	49.2	26	.0	700.0	N.A.	16520	23.24	25090	35.29
FORTUNE																	
1986	746.5	99.2	94.8	832.6	69.0	41.3	3.50	44.50	51.1	26	37.6	725.0	1	28040	37.56	42900	57.47
1985	728.9	99.2	95.7	783.7	62.8	40.1	3.50	42.00	53.8	26	26.0	715.0	4	25800	35.40	39470	54.15
1984	710.0	99.3	95.7	802.7	51.8	36.8	3.00	39.00	50.0	26	31.3	690.0	1	23700	33.38	36020	50.73
1983	696.3	99.4	95.6	717.1	52.7	27.9	3.00	39.00	50.0	26	23.0	670.0	0	21740	31.22	33040	47.45
1982	677.3	99.6	95.8	747.3	55.9	18.1	3.00	36.00	53.8	26	21.7	670.0	N.A.	19760	29.17	30040	44.35
HARVARD BUSINESS REVIEW#																	
1986	211.7	99.3	97.9	216.0	88.9	35.0	8.50	49.00	3.9	6	45.4	N.C.	N.A.	7200	34.01	10000	47.24
1985	236.2	99.3	98.0	249.8	97.2	31.4	6.00	35.00	2.8	6	23.1	240.0	4	6315	26.74	8675	36.73
1984	242.7	99.3	98.2	286.6	100.0	36.6	6.00	35.00	2.8	6	5.0	240.0	1	5845	24.08	8030	33.09
1983	233.4	99.3	98.4	284.8	100.0	36.6	5.00	30.00	0.0	6	.0	225.0	0	5220	22.37	7170	30.72
1982	233.5	99.4	98.6	304.7	100.0	31.5	5.00	27.00	10.0	6	.0	225.0	N.A.	5220	22.36	7170	30.71
HIGH TECHNOLOGY*#																	
1986	299.6	99.1	92.7	279.1	40.4	42.0	3.00	30.00	16.7	12	.0	200.0	4	7295	24.35	9395	31.36
1985	303.8	99.0	92.0	345.1	86.5	31.2	2.00	21.00	12.5	12	.0	300.0	3	10495	34.55	15745	51.83
1984	305.5	99.0	89.9	542.2	23.5	11.3	2.00	21.00	12.5	12	22.3	300.0	4	9540	31.23	12450	40.75
1983	314.1	98.9	88.1	261.8	68.7	0.0	2.00	21.00	12.5	12	20.0	300.0	0	9000	28.65	13500	42.98
1982	309.1	99.0	86.0	266.8	86.6	0.0	2.00	7.50	37.5	6	.0	300.0	N.A.	7500	24.26	11250	36.40
INC.																	
1986	604.0	99.2	95.4	711.0	13.7	72.1	3.00	24.00	33.3	12	.0	600.0	1	23245	38.49	35565	58.88
1985	608.2	99.2	95.4	1201.0	8.1	34.0	3.00	24.00	33.3	12	.0	600.0	2	21950	36.09	32925	54.14
1984	526.3	99.2	93.6	1081.6	4.6	7.5	3.00	24.00	33.3	12	.0	550.0	5	18940	35.99	24715	46.96
1983	425.9	99.1	93.3	789.5	46.9	2.0	3.00	21.00	41.7	12	.0	450.0	1	15050	35.34	22575	53.01
1982	304.8	99.2	92.8	437.6	59.2	2.6	2.50	10.00	66.7	12	.0	400.0	N.A.	12500	41.01	18750	61.52
NATION'S BUSINESS																	
1986	864.7	99.4	99.4	849.3	95.9	0.0	2.50	22.00	26.7	12	.0	850.0	0	18430	21.31	27550	31.86
1985	868.7	99.1	99.7	826.1	99.0	0.0	2.50	22.00	26.7	12	.0	850.0	0	17390	20.02	25990	29.92
1984	863.5	99.0	99.9	781.3	99.3	0.0	2.25	22.00	18.5	12	39.4	850.0	0	15980	18.51	23980	27.77
1983	817.8	98.9	99.9	627.1	98.8	0.0	2.25	22.00	18.5	12	112.9	850.0	N.A.	14800	18.10	21500	26.29
1982	840.7	99.0	100.0	507.6	93.1	0.0	2.25	22.00	18.5	12	320.7	1000.0	N.A.	16380	19.48	23750	28.25

* See Special Notes - Page 7
#See Special Notes - Page 8

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
Business & Finance (cont.)																	
SAVVY#																	
1986	362.5	99.1	94.8	710.7	73.0	0.0	2.00	18.00	25.0	12	19.8	350.0	0	7750	21.38	11600	32.00
1985	321.1	99.3	93.0	572.6	73.7	0.6	2.00	12.00	50.0	12	45.2	300.0	1	7750	24.14	11600	36.13
1984	304.8	99.2	94.7	314.2	39.1	0.0	2.00	12.00	50.0	12	68.5	300.0	2	7150	23.46	10650	34.94
1983	295.6	99.2	95.5	313.3	57.0	0.0	2.00	12.00	50.0	12	51.9	300.0	2	6870	23.24	10240	34.64
1982	256.8	99.1	93.5	281.7	73.0	0.0	2.00	12.00	50.0	12	34.3	250.0	N.A.	5300	20.64	7900	30.76
SYLVIA PORTER'S PERSONAL FINANCE MAGAZINE*																	
1986	351.1	98.8	86.4	448.1	13.0	0.5	2.50	19.97	20.1	10	53.4	350.0	1	6390	18.20	9500	27.06
1985	355.3	99.0	85.3	388.9	89.6	1.1	2.50	11.97	20.2	6	9.0	350.0	0	5850	16.46	8700	24.49
1984	300.0	99.0	75.9	412.8	91.5	0.9	2.00	9.97	16.9	6	.0	250.0	0	3900	13.00	5800	19.33
1983	113.3	99.7	18.7	41.0	100.0	0.0	2.00	8.97	348.5–	1	.0	N.C.	N.A.	3900	34.42	5800	51.19
1982																	
VENTURE#																	
1986	330.4	99.2	92.8	395.4	42.3	14.2	3.00	18.00	50.0	12	46.0	330.0	4	12995	39.33	19995	60.52
1985	312.6	99.0	92.5	241.1	33.9	9.4	3.00	18.00	50.0	12	22.2	300.0	0	12995	41.57	19995	63.96
1984	288.0	99.1	91.8	345.6	5.7	0.0	2.50	18.00	40.0	12	26.0	275.0	0	11330	39.34	17560	60.97
1983	255.7	99.1	90.1	255.2	6.2	0.0	2.00	18.00	25.0	12	29.4	250.0	1	7900	30.90	12280	48.03
1982	200.7	99.0	88.7	168.3	5.2	0.0	1.75	18.00	14.3	12	3.6	200.0	N.A.	5900	29.40	8850	44.10
Campers, RV, Mobile Homes & Trailers																	
TRAILER LIFE																	
1986	310.2	99.6	93.8	262.4	2.0	0.0	2.00	16.00	33.3	12	.0	N.C.	0	6245	20.13	9045	29.16
1985	305.7	99.6	94.1	246.0	2.1	0.0	2.00	16.00	33.3	12	.0	N.C.	0	5875	19.22	8525	27.89
1984	304.0	99.7	94.0	245.3	1.9	0.0	2.00	16.00	33.3	12	.0	N.C.	0	5570	18.32	8080	26.58
1983	321.7	99.7	94.3	226.4	2.5	0.0	2.00	16.00	33.3	12	.0	N.C.	0	5065	15.74	7345	22.83
1982	318.5	99.7	93.8	208.1	15.2	0.0	1.50	14.00	22.2	12	.0	N.C.	N.A.	4555	14.30	6375	20.02
Computers																	
FAMILY COMPUTING*#																	
1986	424.9	98.6	85.8	459.5	12.0	45.6	2.75	19.97	39.5	12	29.1	420.0	3	9680	22.78	10990	25.86
1985	407.8	98.6	85.3	508.0	2.7	65.6	2.50	19.97	33.4	12	30.8	375.0	0	8800	21.58	9990	24.50
1984	349.4	98.8	81.8	597.1	17.3	77.5	2.50	19.97	33.4	12	.0	375.0	3	8800	25.19	9990	28.59
1983	204.3	98.7	62.4	184.5	2.7	0.0	1.95	17.97	7.8	10	.0	200.0	N.A.	4695	22.98	5395	26.41
1982																	
Crafts, Games, Hobbies & Models																	
CRAFTS																	
1986	457.6	99.4	66.7	322.7	39.7	0.0	1.95	16.95	27.6	12	.0	N.C.	0	3690	8.06	4595	10.04
1985	494.7	99.4	70.8	402.6	55.1	0.0	1.95	15.00	35.9	12	.0	N.C.	0	2985	6.03	3995	8.08
1984	498.3	99.3	69.4	488.0	44.3	0.0	1.75	15.00	28.6	12	.0	N.C.	0	2150	4.31	3400	6.82
1983	379.0	99.4	69.7	423.6	33.5	0.0	1.50	15.00	16.7	12	.0	N.C.	0	1535	4.05	2670	7.04
1982	268.5	99.3	66.9	220.7	53.0	2.0	1.50	15.00	16.7	12	.0	N.C.	N.A.	1315	4.90	2385	8.88

* See Special Notes - Page 7
#See Special Notes - Page 8

Year End. 12-31	Ave. Paid Circ.	% Circ. In 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
Crafts, Games, Hobbies & Models (cont.)																	
GAMES																	
1986	666.6	99.0	86.4	620.7	76.2	9.8	1.75	15.97	24.0	12	75.7	650.0	0	9550	14.33	13665	20.50
1985	660.2	99.0	86.4	514.9	82.2	9.6	1.75	15.97	24.0	12	27.8	650.0	1	9550	14.47	13665	20.70
1984	659.7	98.9	84.2	559.1	88.8	6.5	1.75	15.97	24.0	12	.0	650.0	0	8760	13.28	12535	19.00
1983	644.0	98.9	81.5	553.8	88.0	2.6	1.75	15.97	24.0	12	.0	650.0	1	8185	12.71	11715	18.19
1982	634.6	99.0	76.7	469.3	88.5	1.1	1.50	9.79	18.4	8	.0	600.0	N.A	7130	11.24	10200	16.07
Epicurean																	
BON APPETIT																	
1986	1320.7	99.1	90.0	1369.3	48.7	46.6	2.50	15.00	50.0	12	31.1	1300.0	3	19875	15.05	28340	21.46
1985	1304.6	99.1	89.0	1092.0	30.2	44.5	2.50	15.00	50.0	12	51.3	1300.0	5	18525	14.20	26375	20.22
1984	1301.1	99.1	88.2	1060.7	30.2	40.6	1.95	15.00	35.9	12	21.1	1300.0	3	16840	12.94	24055	18.49
1983	1300.5	99.1	86.1	1067.1	24.7	26.3	1.95	15.00	35.9	12	22.9	1300.0	4	15620	12.01	22315	17.16
1982	1259.8	99.1	85.1	1122.8	42.4	11.0	2.25	15.00	44.4	12	1.4	1300.0	N.A	14465	11.48	20660	16.40
GOURMET																	
1986	817.4	99.1	86.3	611.5	57.6	1.0	2.50	18.00	40.0	12	.0	700.0	0	12600	15.41	19890	24.33
1985	1077.2	99.2	87.9	666.4	49.4	8.9	2.50	18.00	40.0	12	.0	700.0	0	11050	10.26	17450	16.20
1984	659.5	99.2	80.6	534.0	65.0	0.4	2.00	18.00	25.0	12	58.8	650.0	5	9000	13.65	15000	22.74
1983	626.5	99.2	77.7	449.9	73.3	0.0	2.00	18.00	25.0	12	13.7	650.0	6	8000	12.77	13600	21.71
1982	634.9	99.3	74.7	407.5	66.7	0.0	2.00	18.00	25.0	12	30.3	650.0	N.A	8000	12.60	13600	21.42
FOOD & WINE, THE GUIDE TO GOOD TASTE																	
1986	693.6	98.8	95.8	1030.5	95.7	2.3	2.00	20.00	16.7	12	.0	700.0	0	12660	18.25	17400	25.09
1985	608.6	98.9	94.9	823.1	96.3	0.4	2.00	18.00	25.0	12	28.4	600.0	1	9415	15.47	14130	23.22
1984	549.6	98.9	96.8	757.6	97.6	0.0	1.95	16.00	31.6	12	52.7	550.0	0	8380	15.25	12575	22.88
1983	489.9	99.0	97.0	549.4	94.7	0.0	1.95	15.00	35.9	12	40.2	500.0	1	7790	15.90	11685	23.85
1982	344.7	99.0	97.7	500.5	100.0	0.0	1.50	14.00	22.2	12	62.4	400.0	N.A	5880	17.06	8820	25.59
WEIGHT WATCHERS MAGAZINE#																	
1986	901.5	99.3	83.3	752.8	9.7	22.7	1.50	13.97	22.4	12	.0	875.0	0	12130	13.46	16955	18.81
1985	867.7	99.3	83.1	750.3	29.6	2.3	1.50	13.97	22.4	12	.0	825.0	0	11440	13.18	15995	18.43
1984	849.9	99.4	82.9	949.4	34.9	0.0	1.50	11.97	33.5	12	.0	825.0	0	11440	13.46	15995	18.82
1983	777.7	99.3	83.2	774.5	65.7	0.2	1.50	11.97	33.5	12	80.7	775.0	0	9770	12.56	13660	17.56
1982	739.1	99.3	79.1	630.1	71.6	0.0	1.25	11.97	20.2	12	11.2	775.0	N.A	9185	12.43	12845	17.38
Fishing & Hunting																	
AMERICAN HUNTER, THE																	
1986	1408.1	99.2	100.0	1235.4	100.0	0.0	2.00	20.00	16.7	12	6.5	1400.0	6	14000	9.94	20300	14.42
1985	1496.9	99.2	100.0	1656.1	99.9	0.0	2.00	15.00	37.5	12	116.4	1400.0	0	14000	9.35	20300	13.56
1984	1433.9	99.2	100.0	1498.2	99.9	0.0	1.75	15.00	28.6	12	110.5	1250.0	0	12500	8.72	18125	12.64
1983	1276.6	99.3	100.0	1394.0	99.9	0.0	1.75	15.00	28.6	12	101.5	1000.0	0	10000	7.83	14500	11.36
1982	1061.9	99.2	100.0	1264.0	99.8	111.0	1.75	15.00	28.6	12	79.0	850.0	N.A	8500	8.00	12325	11.61

#See Special Notes - Page 8

Fishing & Hunting (cont.)

AMERICAN RIFLEMAN, THE

Year End. 12-31	Ave. Paid Circ.	% Circ. In 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
1986	1361.3	99.0	100.0	1476.0	99.8	0.0	2.00	20.00	16.7	12	5.4	1400.0	10	14000	10.28	20300	14.91
1985	1457.1	99.0	100.0	1219.5	99.7	0.0	2.00	15.00	37.5	12	86.5	1400.0	0	14000	9.61	20300	13.93
1984	1446.6	99.0	100.0	1158.1	99.6	0.0	1.75	15.00	28.6	12	88.1	1400.0	0	13000	8.99	18850	13.03
1983	1388.3	99.0	100.0	1103.8	99.6	0.0	1.75	15.00	28.6	12	87.7	1300.0	0	11180	8.05	16210	11.68
1982	1296.5	99.1	100.0	1115.2	99.6	0.0	1.75	15.00	28.6	12	75.2	1175.0	N.A.	9950	7.67	14425	11.13

BASSMASTER MAGAZINE

1986	466.3	99.9	97.3	453.8	100.0	82.9	2.00	10.00	44.4	9	.0	N.C.	0	9855	21.13	14410	30.90
1985	416.9	99.9	96.8	342.0	100.0	86.7	2.00	10.00	44.4	9	.0	N.C.	0	9160	21.97	12810	30.73
1984	406.8	99.9	96.4	365.4	100.0	67.2	2.00	10.00	37.5	8	.0	N.C.	0	8400	20.65	11750	28.88
1983	398.4	99.9	94.7	364.8	100.0	38.7	2.00	10.00	37.5	8	.0	N.C.	0	7950	19.95	11100	27.86
1982	382.0	99.9	93.9	324.4	100.0	53.0	2.00	10.00	37.5	8	.0	N.A.	N.A.	7500	19.63	10500	27.49

FIELD & STREAM

1986	2004.6	99.4	93.8	1541.5	14.4	2.8	1.95	15.94	31.9	12	96.2	2000.0	0	30900	15.41	46485	23.19
1985	2008.2	99.5	92.6	1781.3	15.2	0.9	1.95	13.94	40.4	12	37.3	2000.0	3	28610	14.25	43040	21.43
1984	2003.2	99.5	92.7	1693.6	11.9	0.0	1.75	13.94	33.6	12	80.5	2000.0	0	26295	13.13	39560	19.75
1983	2045.2	99.6	92.2	1539.6	12.8	0.0	1.75	11.94	43.1	12	0	2000.0	0	24235	11.85	36460	17.83
1982	2025.9	99.6	91.4	1751.8	12.7	0.0	1.50	11.94	33.7	12	.0	2000.0	N.A.	22440	11.08	33760	16.66

GUNS & AMMO

1986	487.2	99.0	69.8	334.4	20.8	0.7	2.25	15.94	41.0	12	.0	475.0	2	8075	16.57	12920	26.52
1985	509.2	99.0	71.0	261.5	28.0	1.9	2.00	13.94	41.9	12	.0	475.0	1	7365	14.46	11785	23.14
1984	522.3	99.0	72.3	314.7	33.8	0.3	1.75	11.94	43.1	12	.0	475.0	0	6770	12.96	10830	20.74
1983	475.8	99.1	70.2	382.5	34.2	8.2	1.75	11.94	43.1	12	7.2	475.0	3	6295	13.23	10070	21.16
1982	490.9	99.2	69.5	236.5	42.9	0.0	1.75	11.94	43.1	12	.0	475.0	N.A.	5820	11.86	9310	18.97

OUTDOOR LIFE

1986	1518.6	99.4	90.8	1273.8	7.0	7.8	1.75	13.94	33.6	12	.0	1500.0	0	21250	13.99	30835	20.30
1985	1507.8	99.4	90.4	1212.2	8.6	5.1	1.75	13.94	33.6	12	4.4	1500.0	0	20045	13.29	29090	19.29
1984	1513.3	99.5	89.5	1218.7	10.1	1.9	1.75	13.94	33.6	12	17.3	1500.0	3	18735	12.38	27185	17.96
1983	1534.6	99.5	88.3	1113.8	11.5	1.1	1.75	13.94	33.6	12	.0	1500.0	0	17840	11.63	25890	16.87
1982	1532.9	99.5	87.6	1179.8	11.6	5.0	1.50	13.94	22.6	12	.0	1500.0	N.A.	16520	10.78	23970	15.64

SPORTS AFIELD

1986	517.0	99.2	81.6	401.0	22.6	0.2	1.95	13.97	40.3	12	.0	500.0	0	12690	24.55	18170	35.15
1985	523.9	99.2	78.8	367.6	28.1	1.0	1.95	13.97	40.3	12	.0	500.0	0	11870	22.66	16995	32.44
1984	523.2	99.3	74.9	334.5	42.7	2.6	1.95	11.97	48.8	12	.0	500.0	0	10795	20.63	15455	29.54
1983	541.7	99.4	72.9	370.6	39.9	2.2	1.95	11.97	48.8	12	.0	500.0	0	9850	18.18	14100	26.03
1982	536.2	99.5	71.5	303.3	37.7	1.5	1.95	11.97	48.8	12	.0	500.0	N.A.	8940	16.67	12800	23.87

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Fraternal, Clubs & Associations																	
AMERICAN LEGION MAGAZINE, THE																	
1986	2648.0	99.7	100.0	2843.0	100.0	0.0	1.50	2.50	86.1	12	.0	2500.0	0	16800	6.34	22800	8.61
1985	2556.0	99.7	100.0	2793.6	100.0	0.0	1.50	2.50	86.1	12	1.6	2500.0	0	19990	7.82	24669	9.65
1984	2502.8	99.7	100.0	2548.2	100.0	0.0	1.50	2.50	86.1	12	34.1	2500.0	0	14970	5.98	19735	7.89
1983	2507.2	99.7	100.0	2612.7	100.0	0.0	1.00	2.50	79.2	12	13.5	2500.0	0	11976	4.78	15788	6.30
1982	2556.1	99.7	100.0	2472.8	100.0	0.0	1.00	2.50	79.2	12	.0	2500.0	N.A.	11406	4.46	15788	6.18
ELKS MAGAZINE, THE																	
1986	1593.4	99.0	100.0	3239.9	100.0	0.3	0.25	2.50	0.0	10	128.5	1550.0	0	8150	5.11	12185	7.65
1985	1605.6	99.0	100.0	3245.8	100.0	0.0	0.25	2.50	9.1	11	193.4	1550.0	0	8150	5.08	12185	7.59
1984	1620.4	99.0	100.0	1685.7	100.0	0.0	0.25	2.50	0.0	10	195.2	1450.0	0	7616	4.70	11385	7.03
1983	1628.3	99.1	100.0	1709.3	99.9	0.0	0.25	2.50	0.0	10	196.2	1450.0	0	7616	4.68	11385	6.99
1982	1637.4	99.1	100.0	1717.4	100.0	0.0	0.25	2.50	0.0	10	197.3	1450.0	N.A.	6800	4.15	10350	6.32
Gardening																	
FLOWER & GARDEN MAGAZINE#																	
1986	631.1	99.7	98.2	514.1	12.3	0.0	1.50	6.00	33.3	6	.0	610.0	0	5790	9.17	8105	12.84
1985	625.5	99.7	98.4	513.1	25.6	0.0	1.50	6.00	33.3	6	.0	N.C.	0	5220	8.35	7305	11.68
1984	619.3	99.7	98.4	515.8	27.1	0.0	1.50	6.00	33.3	6	.0	N.C.	0	4765	7.69	6670	10.77
1983	593.3	99.7	98.5	376.0	39.9	0.0	1.50	6.00	33.3	6	.0	N.C.	0	4765	8.03	6670	11.24
1982	588.5	99.7	98.3	372.1	26.4	0.0	1.50	6.00	33.3	6	.0	600.0	N.A.	4495	7.64	6290	10.69
RODALE'S ORGANIC GARDENING																	
1986	1206.2	99.3	99.4	1261.0	33.6	92.6	1.95	12.97	44.6	12	19.6	1200.0	3	12850	10.65	19160	15.88
1985	1266.4	99.4	99.3	1213.5	34.5	86.4	1.95	12.97	44.6	12	3.3	1200.0	0	12120	9.57	18075	14.27
1984	1376.0	99.4	99.2	1532.4	38.7	80.7	1.50	12.00	33.3	12	4.0	1350.0	1	12195	8.86	18185	13.22
1983	1372.5	99.4	99.2	1422.0	38.4	84.8	1.50	12.00	33.3	12	.0	1350.0	0	11085	8.08	16075	11.71
1982	1322.4	99.4	98.9	1340.1	46.9	83.4	1.50	11.00	38.9	12	1.6	1300.0	N.A.	10265	7.76	14885	11.26
General Editorial																	
ATLANTIC MONTHLY, THE#																	
1986	460.2	99.2	90.1	398.8	68.5	2.7	2.00	9.95	58.5	12	33.0	450.0	0	9735	21.15	14610	31.75
1985	453.7	99.2	90.4	360.7	78.8	0.4	2.00	9.95	58.5	12	45.7	450.0	3	9735	21.46	14610	32.20
1984	433.8	99.2	89.2	312.1	38.4	31.9	2.00	9.95	58.5	12	75.2	440.0	9	9015	20.78	13525	31.18
1983	425.6	99.3	89.1	332.9	24.6	14.3	2.00	18.00	25.0	12	22.4	440.0	0	8585	20.17	12880	30.26
1982	370.7	99.3	88.0	313.5	25.8	15.3	2.00	18.00	25.0	12	8.0	360.0	N.A.	6720	18.13	10080	27.19
CHANGING TIMES																	
1986	1385.8	99.1	97.4	1581.9	24.5	91.1	2.25	15.00	44.4	12	37.0	1350.0	0	18785	13.56	28000	20.20
1985	1425.8	99.2	97.6	1507.4	26.5	82.1	1.75	15.00	28.6	12	31.4	1350.0	0	18785	13.18	28000	19.64
1984	1400.6	99.2	97.6	1348.7	31.9	50.8	1.75	15.00	28.6	12	85.7	1350.0	0	17445	12.46	26000	18.56
1983	1428.7	99.2	97.4	1345.0	32.2	45.8	1.75	15.00	28.6	12	83.4	1350.0	1	16210	11.35	24160	16.91
1982	1495.1	99.2	97.2	1394.1	30.2	84.0	1.50	15.00	16.7	12	100.0	1350.0	N.A.	15150	10.13	22580	15.10

#See Special Notes - Page 8

General Editorial (cont.)

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
CONSUMERS DIGEST#																	
1986	990.6	98.8	95.9	1028.7	9.5	5.3	2.00	14.97	16.8	9	62.2	900.0	3	10385	10.48	15570	15.72
1985	1006.3	98.9	98.9	1585.6	11.3	3.5	2.00	13.97	12.7	8	91.7	1100.0	6	13300	13.22	19950	19.83
1984	1011.3	98.8	99.4	1567.2	12.1	3.5	2.00	11.97	0.3	6	38.2	1000.0	2	11300	11.17	16950	16.76
1983	903.0	98.9	100.0	1188.9	1.5	0.4	2.00	13.00	8.3–	6	27.5	900.0	1	9450	10.47	14250	15.78
1982	806.4	99.0	100.0	806.0	2.8	0.0	2.00	13.00	8.3–	6	46.6	800.0	N.A.	7630	9.46	11445	14.19
EBONY																	
1986	1713.6	99.7	86.9	1241.4	46.5	0.0	2.00	16.00	33.3	12	380.3	1700.0	4	22199	12.95	29990	17.50
1985	1736.7	99.7	86.9	1231.6	46.2	0.0	1.75	16.00	23.8	12	338.1	1700.0	2	22199	12.78	29990	17.27
1984	1691.3	99.7	86.0	1266.7	44.7	0.0	1.75	16.00	23.8	12	153.7	1600.0	0	20181	11.93	27264	16.12
1983	1627.2	99.7	85.1	1331.1	51.7	0.0	1.75	16.00	23.8	12	239.8	1600.0	0	20181	12.40	27264	16.76
1982	1353.3	99.7	82.0	1135.6	42.4	0.0	1.75	16.00	23.8	12	108.8	1250.0	N.A.	16200	11.97	21886	16.17
GRIT																	
1986	563.1	99.7	85.9	927.4	0.7	31.7	0.75	26.95	30.9	52	.0	N.C.	0	8160	14.49	10335	18.35
1985	587.7	99.8	81.3	893.9	0.7	6.0	0.75	26.95	30.9	52	9.0	N.C.	0	8073	13.74	10247	17.44
1984	582.6	99.8	77.2	705.5	39.6	0.0	0.75	17.99	54.7	53	.0	N.C.	26	8073	13.86	10247	17.59
1983	691.4	99.8	72.6	589.1	44.7	0.2	0.65	17.99	46.8	52	.7	750.0	25	8073	11.68	10247	14.82
1982	700.6	99.8	58.1	618.9	45.2	0.3	0.50	13.50	48.1	52	.7	700.0	N.A.	7020	10.02	8910	12.72
HARPER'S MAGAZINE#																	
1986	168.7	99.1	81.1	154.6	34.4	8.7	2.00	18.00	25.0	12	.0	160.0	0	4085	24.21	6360	37.70
1985	151.4	99.1	79.9	111.0	43.2	18.1	2.00	18.00	25.0	12	.0	150.0	0	3930	25.96	6115	40.39
1984	151.7	99.1	76.8	116.8	36.4	18.5	2.00	18.00	25.0	12	16.3	140.0	0	3780	24.92	5880	38.76
1983	142.0	99.1	77.3	80.8	50.9	0.0	2.00	18.00	25.0	12	10.3	140.0	2	2830	19.93	4320	30.42
1982	222.0	99.3	86.8	118.5	48.1	0.0	2.00	18.00	25.0	12	21.5	140.0	N.A.	2830	12.75	4320	19.46
LIFE#																	
1986	1674.1	98.9	58.5	1267.3	74.2	42.0	2.50	32.50	0.0	13	19.7	1500.0	2	37745	22.55	49960	29.84
1985	1566.7	98.9	58.6	1103.5	70.8	42.4	2.50	27.00	10.0	12	39.3	1500.0	3	35810	22.86	47400	30.25
1984	1485.4	98.9	59.2	1125.5	78.8	35.4	2.50	27.00	10.0	12	16.3	1400.0	3	31530	21.23	36725	24.72
1983	1521.9	99.1	54.0	900.9	87.2	14.6	2.00	24.00	0.0	12	30.3	1400.0	1	29095	19.12	38515	25.31
1982	1468.1	99.2	55.4	854.5	89.4	27.3	2.00	19.95	16.9	12	15.2	1300.0	N.A.	26180	17.83	34660	23.61
MONEY#																	
1986	1817.5	99.0	80.6	1986.5	71.6	66.7	2.75	29.95	9.2	12	7.6	1650.0	0	32325	17.79	50575	27.83
1985	1661.2	99.8	81.6	1873.2	69.8	60.3	2.75	29.95	9.2	12	6.0	1500.0	0	27790	16.73	43785	26.36
1984	1493.7	99.1	80.7	1513.4	71.2	46.9	2.50	29.95	0.2	12	9.0	1400.0	0	24415	16.35	38195	25.57
1983	1325.6	99.1	79.9	1430.5	73.5	54.0	2.50	25.95	13.5	12	6.9	1300.0	0	19180	14.47	30010	22.64
1982	1079.1	99.3	81.6	1085.8	73.2	51.5	2.00	23.95	0.2	12	6.8	950.0	N.A.	16450	15.24	25740	23.85

#See Special Notes - Page 8

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
MOTHER EARTH NEWS, THE																	
1986	704.3	98.9	77.7	593.6	23.2	4.4	3.00	18.00	0.0	6	21.5	700.0	2	8905	12.64	13355	18.96
1985	762.7	98.8	75.3	551.0	31.4	11.9	3.00	18.00	0.0	6	29.3	800.0	4	9600	12.59	14400	18.88
1984	874.6	98.9	78.3	671.1	28.9	1.0	3.00	18.00	0.0	6	42.1	900.0	5	10800	12.35	16200	18.52
1983	948.3	98.9	80.2	658.9	35.7	3.4	3.00	18.00	0.0	6	22.9	900.0	0	10800	11.39	16200	17.08
1982	1067.2	98.9	82.5	849.3	43.2	0.2	3.00	18.00	0.0	6	5.8	1050.0	N.A.	12000	11.24	18000	16.87
NATIONAL GEOGRAPHIC MAGAZINE, THE																	
1986	10727.9	99.0	99.3	10600.2	100.0	0.0	1.90	15.00	34.2	12	66.1	10200.0	0	90545	8.44	117715	10.97
1985	10499.4	99.0	99.2	10595.9	100.0	0.0	1.90	15.00	34.2	12	26.1	10150.0	0	84230	8.02	109500	10.43
1984	10297.7	99.0	99.3	10260.1	100.0	0.0	1.90	15.00	34.2	12	29.6	10215.0	5	79130	7.68	102870	9.99
1983	10492.0	99.0	99.7	10941.4	100.0	0.0	1.90	15.00	34.2	12	29.6	10215.0	0	75360	7.18	97970	9.34
1982	10543.8	99.0	99.9	10125.9	100.0	0.0	1.90	15.00	34.2	12	31.1	10305.0	N.A.	73520	6.97	95575	9.06
NEW YORKER, THE#																	
1986	547.3	99.4	93.9	506.7	56.0	4.4	1.50	32.00	59.0	52	.0	525.0	0	14950	27.32	23840	43.56
1985	504.3	99.4	93.5	444.5	65.1	5.4	1.50	32.00	59.0	52	.0	480.0	0	12350	24.49	19700	39.06
1984	500.5	99.4	92.8	425.9	61.9	3.0	1.50	32.00	59.7	53	.0	480.0	0	11750	23.48	18700	37.36
1983	508.3	99.4	92.6	407.5	61.3	0.0	1.50	32.00	59.0	52	.0	480.0	0	11100	21.84	17650	34.72
1982	507.0	99.4	92.4	433.7	60.4	0.0	1.50	28.00	64.1	52	.0	480.0	N.A.	10200	20.12	16200	31.95
PSYCHOLOGY TODAY																	
1986	898.5	99.4	90.5	931.4	18.8	0.0	1.95	15.99	31.7	12	.0	850.0	0	17525	19.50	25300	28.16
1985	873.2	99.4	90.3	931.0	21.5	0.0	1.95	15.99	31.7	12	.0	850.0	0	16930	19.39	24440	27.99
1984	853.6	99.3	90.5	766.7	19.6	0.0	1.95	15.99	31.7	12	4.4	850.0	3	15600	18.28	22525	26.39
1983	883.0	99.3	91.1	619.8	18.3	0.0	1.95	15.99	31.7	12	.0	850.0	0	15600	17.67	22525	25.51
1982	1131.8	99.3	91.1	842.4	20.9	0.0	1.95	15.99	31.7	12	13.7	1175.0	N.A.	14180	12.53	20470	18.09
READER'S DIGEST																	
1986	16952.9	99.3	94.5	18177.5	29.5	11.0	1.75	15.41	26.6	12	215.5	16250.0	0	87000	5.13	104600	6.17
1985	17770.9	99.3	94.7	19755.4	26.8	12.3	1.50	15.41	14.4	12	753.0	17750.0	4	90500	5.09	108800	6.12
1984	17939.6	99.3	94.8	20291.7	26.2	8.0	1.50	13.93	22.6	12	340.2	17750.0	0	90500	5.04	108800	6.06
1983	18118.1	99.3	94.4	19102.2	28.2	5.3	1.50	13.93	22.6	12	424.4	17750.0	0	86200	4.76	103600	5.72
1982	18036.0	99.3	94.8	19770.9	28.6	3.4	1.25	12.93	13.8	12	157.6	17750.0	N.A.	81300	4.51	97700	5.42
SATURDAY EVENING POST, THE#																	
1986	636.2	99.2	84.5	516.0	98.5	11.4	1.95	12.97	26.1	9	2.4	700.0	9	10623	16.70	13772	21.65
1985	674.4	99.2	81.6	516.6	96.0	13.9	1.95	12.97	26.1	9	8.9	700.0	7	10623	15.75	13772	20.42
1984	696.6	99.2	81.0	563.4	90.2	48.2	1.75	12.97	17.7	9	4.0	700.0	6	9657	13.86	13772	19.77
1983	633.5	99.2	74.6	442.4	63.5	19.8	1.75	9.95	36.8	9	.0	700.0	5	8759	13.83	12491	19.72
1982	731.0	99.2	75.5	554.2	84.5	42.7	1.50	9.95	26.3	9	.0	750.0	N.A.	7856	10.75	11784	16.12

#See Special Notes - Page 8

General Editorial (cont.)

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
SMITHSONIAN																	
1986	2295.6	99.2	99.6	2800.8	62.7	0.0	2.50	20.00	33.3	12	6.2	2000.0	0	27480	11.97	41220	17.96
1985	2206.9	99.1	99.6	2605.3	80.6	0.0	2.50	18.00	40.0	12	14.8	2000.0	0	26170	11.86	39255	17.79
1984	2105.8	99.1	99.6	2343.0	99.8	0.0	2.50	18.00	40.0	12	15.8	1850.0	0	23790	11.30	35685	16.95
1983	1944.6	99.2	99.8	2122.5	99.4	4.7	2.00	17.00	29.2	12	41.8	1850.0	0	22235	11.43	33350	17.15
1982	1970.9	99.2	99.9	2011.6	99.3	6.8	2.00	17.00	29.2	12	9.3	1850.0	N.A.	21175	10.74	31760	16.11
STAR, THE																	
1986	3635.9	99.4	7.1	490.2	0.3	0.0	0.69	32.00	10.8	52	.0	3500.0	21	23500	6.46	29000	7.98
1985	3431.9	99.5	4.7	186.0	2.7	0.0	0.69	32.00	12.5	53	.0	3200.0	15	21500	6.26	26500	7.72
1984	3406.9	99.5	4.4	149.1	0.7	0.2	0.55	24.00	16.1	52	.0	3750.0	43	21500	6.31	26500	7.78
1983	3757.1	99.5	4.2	161.1	2.7	0.0	0.50	22.00	15.4	52	.0	3750.0	13	19950	5.31	24600	6.55
1982	3905.4	99.5	3.8	165.1	0.7	0.0	0.45	19.00	18.8	52	.0	3400.0	N.A.	17400	4.46	21350	5.47
SUCCESS#																	
1986	403.9	99.1	89.4	304.9	26.5	0.0	2.00	17.94	10.3	10	50.9	405.0	0	10990	27.21	14980	37.09
1985	349.0	99.1	88.6	322.8	18.4	0.0	2.00	17.94	18.5	11	56.5	365.0	0	8250	23.64	11250	32.23
1984	293.4	99.0	88.1	290.6	13.1	1.2	2.00	17.94	25.3	12	14.9	300.0	1	7200	24.54	9900	33.74
1983	251.7	99.1	87.6	301.0	8.0	9.1	1.50	14.00	22.2	12	1.0	275.0	1	6050	24.04	8250	32.78
1982	222.3	98.9	92.9	218.1	20.7	13.3	1.50	14.00	22.2	12	1.0	N.C.	N.A.	3775	16.98	4660	20.96
TOWN & COUNTRY																	
1986	413.3	99.4	77.1	278.4	42.6	0.0	3.00	24.00	33.3	12	.0	400.0	0	14395	34.83	18535	44.85
1985	428.5	99.3	76.2	319.8	38.1	0.0	3.00	24.00	33.3	12	.0	400.0	0	13390	31.25	17240	40.23
1984	404.3	99.3	75.0	368.7	31.6	0.0	3.00	24.00	33.3	12	.0	400.0	1	12395	30.66	15960	39.48
1983	362.0	99.4	73.6	236.0	36.8	0.0	3.00	24.00	33.3	12	.0	350.0	0	10150	28.04	13070	36.10
1982	319.3	99.4	73.2	227.6	42.8	0.0	3.00	24.00	33.3	12	.0	300.0	N.A.	8470	26.53	10900	34.14
VANITY FAIR*																	
1986	405.5	99.3	76.5	347.1	88.3	0.7	2.00	12.00	50.0	12	.0	350.0	0	12850	31.69	19270	47.52
1985	372.9	99.2	81.2	275.8	87.8	0.2	2.00	12.00	50.0	12	.0	325.0	0	10850	29.10	16275	43.64
1984	273.5	99.2	80.9	382.3	43.3	1.9	2.00	12.00	50.0	12	47.9	250.0	4	8500	31.08	12750	46.62
1983	255.7	99.2	83.5	255.3	83.6	0.0	3.00	24.00	11.1	9	.0	250.0	2	8500	33.24	12750	49.86
1982																	
YANKEE#																	
1986	1009.9	99.7	93.2	1210.0	57.6	46.7	1.95	18.00	23.1	12	14.8	1000.0	5	11000	10.89	14740	14.60
1985	997.6	99.7	92.9	1002.1	56.8	32.0	1.50	15.00	16.7	12	66.6	1000.0	7	11000	11.03	14740	14.78
1984	954.9	99.7	92.0	919.9	55.0	33.3	1.50	14.00	22.2	12	40.6	1000.0	9	11000	11.52	14675	15.37
1983	929.2	99.7	91.6	925.2	57.1	30.2	1.50	14.00	22.2	12	37.3	950.0	4	8085	8.70	10785	11.61
1982	882.8	99.7	91.1	879.8	65.9	38.3	1.35	14.00	13.6	12	45.2	900.0	N.A	7285	8.25	9715	11.00

* See Special Notes - Page 7
#See Special Notes - Page 8

Year End. 12-31	Ave. Paid Circ.	% Circ. In 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
Health																	
AMERICAN HEALTH-FITNESS OF BODY & MIND*#																	
1986	794.1	99.2	92.0	785.8	20.3	0.0	2.00	14.95	25.3	10	.0	850.0	10	11770	14.82	16265	20.48
1985	787.5	99.3	91.2	763.2	13.7	0.0	2.00	14.95	25.3	10	47.4	850.0	10	11000	13.97	15200	19.30
1984	688.4	99.3	91.2	976.9	7.3	0.0	2.00	14.95	16.9	9	14.0	800.0	5	10200	14.82	13800	20.05
1983	500.2	99.1	86.2	695.2	3.6	0.0	2.00	12.00	0.0	6	.0	500.0	0	6600	13.19	8700	17.39
1982	351.0	99.1	83.4	658.7	1.3	0.0	2.00	12.00	0.0	6	.0	300.0	N.A.	4800	13.68	6300	17.95
HEALTH#																	
1986	1015.6	99.1	98.8	1687.3	11.0	0.0	2.25	22.00	18.5	12	.0	1000.0	0	11020	10.85	15425	15.19
1985	1031.0	99.3	99.4	1314.6	14.3	0.0	2.25	22.00	18.5	12	.0	1000.0	0	11020	10.69	15425	14.96
1984	998.3	99.5	99.8	1400.0	16.8	0.0	1.95	18.00	23.1	12	.0	1000.0	1	9110	9.13	12750	12.77
1983	863.4	99.5	99.6	1179.1	22.3	0.0	1.50	18.00	0.0	12	12.6	850.0	0	7920	9.17	11085	12.84
1982	852.9	99.5	99.9	769.2	19.6	0.0	1.50	18.00	0.0	12	47.2	850.0	N.A.	7920	9.29	11085	13.00
PREVENTION MAGAZINE#																	
1986	2805.5	99.2	94.4	2931.6	93.6	89.2	1.50	13.97	22.4	12	.0	2800.0	3	22460	8.01	29425	10.49
1985	2897.5	99.2	94.4	2750.9	89.8	82.4	1.50	13.97	22.4	12	.0	2750.0	0	21030	7.26	27550	9.51
1984	2928.0	99.2	95.4	2962.6	85.9	69.7	1.50	12.97	27.9	12	.0	2750.0	0	19470	6.65	25540	8.72
1983	2696.3	99.2	95.2	3180.9	93.5	73.8	1.50	12.97	27.9	12	.0	2750.0	0	19470	7.22	29205	10.83
1982	2520.1	99.2	96.5	2533.0	80.1	60.8	1.50	12.00	33.3	12	.0	2500.0	N.A.	17700	7.02	26550	10.54
Home Service & Home																	
AMERICANA#																	
1986	315.2	99.5	96.7	297.4	9.8	0.6	2.50	11.90	20.7	6	18.5	N.C.	0	8120	25.76	12190	38.67
1985	399.2	99.5	95.4	314.0	11.2	1.5	1.95	11.90	1.7–	6	52.4	400.0	4	7775	19.48	11665	29.22
1984	374.7	99.6	94.5	381.7	10.3	1.1	1.95	11.90	1.7–	6	27.4	400.0	2	7200	19.22	10800	28.82
1983	330.9	99.6	93.2	328.3	14.0	1.9	1.95	11.90	1.7–	6	.0	330.0	0	5900	17.83	8850	26.75
1982	304.3	99.7	93.8	315.2	16.4	0.4	1.95	11.90	1.7–	6	50.9	300.0	N.A.	4670	15.35	6995	22.99
ARCHITECTURAL DIGEST																	
1986	607.6	99.1	83.8	909.2	31.6	61.0	4.50	39.95	26.0	12	50.1	600.0	5	18090	29.77	25120	41.34
1985	610.5	99.0	8'.1	599.7	46.6	8.4	4.50	39.95	26.0	12	16.2	600.0	6	16925	27.72	23500	38.49
1984	601.0	99.2	82.2	601.4	43.8	2.2	4.50	39.95	26.0	12	50.3	600.0	5	15455	25.72	21465	35.72
1983	601.9	99.3	80.7	605.9	42.7	9.8	4.50	39.95	26.0	12	13.4	600.0	3	14310	23.77	19875	33.02
1982	562.5	99.2	77.6	492.0	71.2	1.3	4.50	36.00	33.3	12	.0	550.0	N.A.	11215	19.94	16825	29.91
BETTER HOMES & GARDENS																	
1986	8051.9	99.5	93.3	5673.9	10.7	0.0	1.50	14.00	22.2	12	.0	8000.0	4	78870	9.80	95400	11.85
1985	8042.2	99.5	92.8	6052.7	20.1	0.0	1.50	12.97	27.9	12	.0	8000.0	3	73540	9.14	88950	11.06
1984	8031.1	99.5	93.2	5760.5	20.9	0.0	1.50	12.97	27.9	12	.0	8000.0	4	68565	8.54	82935	10.33
1983	8032.4	99.5	92.9	5837.8	24.9	0.1	1.50	12.97	27.9	12	.0	8000.0	2	65300	8.13	78985	9.83
1982	8070.8	99.5	92.6	5682.9	31.6	0.0	1.25	12.00	20.0	12	.0	8000.0	N.A.	61030	7.56	73820	9.15

* See Special Notes - Page 7
#See Special Notes - Page 8

Home Service & Home (cont.)

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
COLONIAL HOMES#																	
1986	555.9	99.8	68.6	255.5	50.2	0.0	3.00	14.97	16.8	6	6.0	550.0	1	15265	27.46	21170	38.08
1985	596.5	99.8	66.1	312.5	49.0	0.0	3.00	14.97	16.8	6	.0	550.0	0	14200	23.81	19695	33.02
1984	615.8	99.8	66.4	314.7	50.4	0.0	3.00	13.97	22.4	6	.0	550.0	0	12910	20.96	17905	29.08
1983	598.6	99.8	68.6	290.3	58.7	0.0	3.00	13.97	22.4	6	.0	550.0	0	11900	19.88	16500	27.56
1982	593.4	99.8	66.3	329.1	64.5	0.0	2.50	11.97	20.2	6	.0	500.0	N.A.	9845	16.59	13630	22.97
COUNTRY HOME*																	
1986	819.6	99.6	65.3	531.9	29.6	0.0	2.95	14.97	15.4	6	.0	800.0	1	17300	21.11	24700	30.14
1985	758.3	99.6	66.0	216.2	52.5	0.0	2.95	15.00	15.3	6	.0	750.0	0	15300	20.18	21800	28.75
1984	633.4	99.7	28.5	243.5	14.3	0.0	2.50	12.00	60.0–	3	.0	600.0	1	14250	22.50	20350	32.13
1983																	
1982																	
COUNTRY JOURNAL#																	
1986	335.0	99.6	93.3	444.3	23.7	54.9	1.95	16.95	27.6	12	21.4	N.C.	0	7030	20.99	9835	29.36
1985	323.6	99.6	93.4	330.2	28.3	4.7	1.95	16.95	27.6	12	.0	N.C.	0	7030	21.72	7835	24.21
1984	312.9	99.6	92.8	319.7	35.1	2.3	1.95	16.95	21.0	11	.0	N.C.	0	6390	20.42	8940	28.57
1983	307.6	99.6	91.7	363.2	34.2	0.0	1.75	15.00	28.6	12	.0	300.0	0	6083	19.78	8516	27.69
1982	282.0	99.5	90.8	298.4	35.8	0.0	1.75	15.00	28.6	12	.0	275.0	N.A.	5336	18.92	7470	26.49
COUNTRY LIVING#																	
1986	1599.6	99.7	68.2	1118.4	55.5	0.0	1.95	15.97	31.8	12	.0	1500.0	0	23250	14.53	31800	19.88
1985	1442.6	99.6	66.3	1047.3	51.8	0.0	1.95	15.97	31.8	12	.0	1500.0	0	23250	16.12	31800	22.04
1984	1251.9	99.6	64.8	927.5	51.2	0.0	1.95	15.97	31.8	12	.0	1100.0	0	17045	13.62	23330	18.64
1983	965.7	99.6	62.2	774.9	47.3	0.0	1.95	15.97	31.8	12	.0	800.0	0	12395	12.84	16970	17.57
1982	751.3	99.6	59.8	607.4	40.9	0.0	1.95	15.97	18.1	10	.0	750.0	N.A.	11625	15.47	15915	21.18
FAMILY HANDYMAN, THE																	
1986	1211.3	99.3	94.9	1186.7	31.0	20.1	1.95	11.97	38.6	10	.0	1200.0	1	15760	13.01	20125	16.61
1985	1206.6	99.3	95.1	1247.4	31.2	40.0	1.75	11.97	31.6	10	.0	1200.0	0	14360	11.90	20605	17.08
1984	1209.6	99.3	94.7	1151.9	33.2	23.7	1.75	9.95	43.1	10	68.7	1200.0	1	13235	10.94	18990	15.70
1983	1232.0	99.3	95.9	1108.8	30.5	57.8	1.75	9.95	43.1	10	.0	1150.0	0	12220	9.92	17535	14.23
1982	1102.5	99.3	95.5	1280.7	22.1	67.3	1.50	9.95	33.7	10	31.8	1100.0	N.A.	10730	9.73	15400	13.97
HOME MAGAZINE#																	
1986	801.0	99.1	83.4	928.3	84.7	2.2	1.95	15.00	35.9	12	.0	800.0	1	15990	19.96	21305	26.60
1985	698.7	99.1	84.5	725.0	88.3	0.2	1.95	12.00	48.7	12	29.8	700.0	4	13025	18.64	17585	25.17
1984	578.8	99.1	85.6	726.4	81.5	0.0	1.95	12.00	48.7	12	.0	600.0	1	10480	18.11	13955	24.11
1983	527.3	99.2	88.0	549.3	3.1	0.5	1.95	15.00	35.9	12	11.7	500.0	0	8210	15.57	10930	20.73
1982	541.9	99.2	91.4	549.6	1.6	0.0	1.95	15.00	35.9	12	.0	500.0	N.A.	7460	13.77	9930	18.32

* See Special Notes - Page 7
#See Special Notes - Page 8

Home Service & Home (cont.)

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
HOMEOWNER, THE#																	
1986	689.6	98.9	96.4	1098.7	4.4	0.0	1.95	18.00	7.7	10	.0	650.0	0	9055	13.13	13150	19.07
1985	685.3	99.0	96.5	1197.3	4.3	0.0	1.95	18.00	7.7	10	.0	650.0	0	8385	12.24	12170	17.76
1984	639.6	99.1	95.7	1139.0	4.4	0.0	1.50	15.00	0.0	10	.0	600.0	2	7765	12.14	11270	17.62
1983	555.5	99.2	92.7	582.0	1.3	0.0	1.50	15.00	42.9–	7	.0	600.0	N.A.	7765	13.98	11270	20.29
1982	509.0	99.1	89.9	454.8	0.5	12.3	1.50	11.94	32.7–	6	.0	500.0	N.A.	7765	15.26	11270	22.14
HOUSE BEAUTIFUL																	
1986	833.0	99.4	71.6	604.1	43.4	0.0	1.95	15.97	31.8	12	.0	800.0	0	19235	23.09	28240	33.90
1985	839.7	99.3	70.0	547.2	38.8	0.0	1.95	15.97	31.8	12	.0	800.0	0	17810	21.21	26150	31.14
1984	869.3	99.3	68.8	559.9	44.6	0.0	1.95	15.97	31.8	12	.0	800.0	0	16340	18.80	23880	27.47
1983	857.3	99.3	69.0	632.1	33.5	0.0	1.95	13.97	40.3	12	.0	800.0	0	14880	17.36	21750	25.37
1982	844.8	99.2	67.7	414.1	44.5	0.6	1.50	13.97	22.4	12	.0	800.0	N.A.	13525	16.01	19775	23.41
HOUSE & GARDEN																	
1986	544.0	99.4	83.8	571.3	32.6	0.1	4.00	24.00	50.0	12	.0	500.0	0	16020	29.45	21960	40.37
1985	616.4	99.4	85.3	457.7	43.5	1.8	4.00	24.00	50.0	12	.0	500.0	0	14560	23.62	19960	32.38
1984	563.5	99.4	84.1	812.7	20.7	1.5	4.00	24.00	50.0	12	70.6	500.0	2	13300	23.60	18230	32.35
1983	660.8	99.4	87.1	446.3	13.1	0.0	4.00	36.00	25.0	12	.0	550.0	1	13300	20.13	18230	27.59
1982	1004.4	99.3	65.2	700.9	70.4	0.0	1.50	12.00	33.3	12	75.6	1000.0	N.A.	17290	17.21	25430	25.32
METROPOLITAN HOME																	
1986	724.9	99.2	90.8	621.1	10.5	0.1	2.50	18.00	40.0	12	.0	700.0	0	19665	27.13	27825	38.38
1985	718.1	99.9	90.6	496.7	14.0	0.0	2.50	15.00	50.0	12	.0	700.0	0	12620	17.57	17850	24.86
1984	723.0	99.3	89.7	636.1	12.8	0.0	1.95	15.00	35.9	12	.0	700.0	0	11685	16.16	16530	22.86
1983	725.6	99.4	90.1	502.0	11.7	0.0	1.75	15.00	28.6	12	.0	700.0	0	10770	14.84	15450	21.29
1982	716.0	99.4	88.3	792.5	7.5	0.0	1.50	12.00	33.3	12	.0	700.0	N.A.	9880	13.80	14175	19.80
1,001 HOME IDEAS#																	
1986	1533.9	99.2	97.1	1783.6	16.2	0.0	1.95	22.00	6.0	12	.0	1500.0	0	20600	13.43	24850	16.20
1985	1537.0	99.3	97.6	1668.7	17.0	0.0	2.25	22.00	18.5	12	.0	1500.0	0	19430	12.64	23435	15.25
1984	1520.8	99.4	97.9	1571.7	22.3	0.0	1.95	18.00	23.1	12	.0	1500.0	0	18160	11.94	21900	14.40
1983	1343.7	99.4	97.3	2024.3	18.8	0.0	1.95	18.00	23.1	12	.0	1425.0	0	16970	12.63	20475	15.24
1982	1141.2	99.5	95.8	1283.8	22.5	0.0	1.95	18.00	16.1	11	.0	1150.0	N.A.	13390	11.73	16880	14.79
PRACTICAL HOMEOWNER																	
1986	707.7	99.3	95.8	774.6	63.5	84.3	2.00	11.00	38.9	9	11.5	700.0	1	10050	14.20	14065	19.87
1985	729.2	99.3	96.2	824.7	55.2	78.2	2.00	11.00	38.9	9	.0	700.0	0	10050	13.78	14065	19.29
1984	710.7	99.4	96.7	842.4	32.6	75.6	1.50	11.00	18.5	9	.0	675.0	0	8460	11.90	11840	16.66
1983	664.4	99.4	97.1	777.9	98.3	70.5	1.50	11.00	18.5	9	56.1	650.0	0	7690	11.57	10765	16.20
1982	599.6	99.5	94.4	812.8	57.0	70.1	1.50	10.00	25.9	9	9.1	625.0	N.A.	6990	11.66	9785	16.32

#See Special Notes - Page 8

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
Home Service & Home (cont.)																	
SOUTHERN ACCENTS																	
1986	250.6	100.0	79.3	208.6	58.3	0.0	4.00	18.00	25.0	6	.0	225.0	0	5500	21.95	7500	29.93
1985	206.6	100.0	75.1	223.0	72.7	1.1	4.00	18.00	25.0	6	.0	200.0	1	4820	23.33	6590	31.90
1984	177.7	99.9	74.0	110.5	84.0	0.0	3.95	18.00	24.1	6	.0	200.0	6	4520	25.44	6195	34.86
1983	174.1	99.9	77.2	104.3	79.9	0.0	3.95	13.00	17.7	4	.0	190.0	2	3795	21.80	5495	31.56
1982	163.8	99.9	77.0	136.4	71.0	0.0	3.95	13.00	17.7	4	.0	N.A.	N.A.	2975	18.16	4305	26.28
SOUTHERN LIVING																	
1986	2268.2	99.9	93.0	1886.2	62.7	0.0	2.50	19.95	33.5	12	.0	2150.0	0	29960	13.21	42250	18.63
1985	2308.1	99.9	93.2	1982.8	62.8	0.0	2.50	19.95	33.5	12	.0	2125.0	0	28230	12.23	39800	17.24
1984	2255.5	99.9	93.5	1906.8	66.1	0.0	2.25	17.95	33.5	12	.0	2100.0	0	25780	11.43	36300	16.09
1983	2204.7	100.0	94.3	1911.4	63.3	0.0	1.75	17.95	14.5	12	.0	2050.0	0	23980	10.88	33800	15.33
1982	2124.0	100.0	94.3	1870.2	57.1	0.0	2.25	17.95	33.5	12	.0	2000.0	N.A.	21840	10.28	30800	14.50
SUNSET																	
1986	1441.0	98.1	93.1	843.1	45.3	0.0	1.50	14.00	22.2	12	.0	1275.0	0	20683	14.35	28787	19.98
1985	1398.6	98.0	93.2	897.7	45.1	0.0	1.50	14.00	22.2	12	.0	1250.0	0	19421	13.89	27030	19.33
1984	1391.9	98.0	93.6	836.6	46.6	0.0	1.50	14.00	22.2	12	.0	1250.0	0	18150	13.04	25262	18.15
1983	1417.1	98.0	93.4	794.0	52.2	0.0	1.50	12.00	33.3	12	.0	1250.0	0	16963	11.97	23609	16.66
1982	1424.6	98.0	92.6	839.5	50.0	0.0	1.50	12.00	33.3	12	.0	1250.0	N.A.	15562	10.92	21660	15.20
WORKBENCH#																	
1986	885.9	99.5	95.9	619.2	36.5	0.0	1.50	6.00	33.3	6	.0	850.0	0	9000	10.16	12550	14.17
1985	883.6	99.5	95.8	675.0	38.7	0.0	1.50	6.00	33.3	6	.0	830.0	0	7390	8.36	10370	11.73
1984	883.1	99.5	95.6	663.3	41.5	0.0	1.50	6.00	33.3	6	.0	830.0	0	7390	8.37	10370	11.74
1983	843.9	99.5	95.6	622.1	41.9	0.0	1.50	6.00	33.3	6	.0	775.0	0	6425	7.61	9020	10.69
1982	775.0	99.5	95.0	548.2	32.6	0.0	1.50	5.00	44.4	6	.0	700.0	N.A.	5895	7.61	8275	10.68
Mechanics & Science																	
HOME MECHANIX#																	
1986	1204.8	99.1	92.2	875.6	16.3	0.4	1.75	11.94	43.1	12	.0	1200.0	1	18540	15.39	26290	21.82
1985	1411.9	99.1	91.9	1087.5	11.5	0.2	1.75	11.94	43.1	12	.0	1200.0	1	17490	12.39	24800	17.56
1984	1591.7	99.1	90.6	1387.5	12.8	0.2	1.50	11.94	33.7	12	29.0	1600.0	7	20240	12.72	28700	18.03
1983	1616.8	99.2	88.9	1344.9	10.2	0.0	1.50	11.94	33.7	12	.0	1600.0	2	19060	11.79	27020	16.71
1982	1609.8	99.3	88.7	1319.7	11.5	0.0	1.50	11.94	33.7	12	.0	1600.0	N.A.	17500	10.87	24815	15.41
POPULAR MECHANICS																	
1986	1639.1	99.2	82.5	1066.2	34.7	0.3	1.50	13.97	22.4	12	.0	1600.0	0	26800	16.35	38045	23.21
1985	1662.6	99.1	81.7	1041.4	42.5	0.7	1.50	13.97	22.4	12	.0	1600.0	0	25045	15.06	35555	21.39
1984	1652.2	99.2	81.4	1208.9	36.7	0.8	1.50	11.97	33.5	12	.0	1600.0	0	22870	13.84	32470	19.65
1983	1624.4	99.2	80.2	1123.8	43.6	0.9	1.50	11.97	33.5	12	2.5	1600.0	1	20863	12.84	29625	18.24
1982	1623.7	99.2	76.7	995.8	49.3	1.0	1.50	11.97	33.5	12	.0	1600.0	N.A.	18966	11.68	26932	16.59

See Special Notes - Page 8

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
Mechanics & Science (cont.)																	
POPULAR SCIENCE																	
1986	1846.0	98.9	88.0	1461.6	13.9	1.2	1.75	13.94	33.6	12	.0	1800.0	0	24040	13.02	34095	18.47
1985	1810.4	98.9	88.5	1325.2	16.0	0.5	1.75	13.94	33.6	12	8.7	1800.0	0	24040	13.28	34095	18.83
1984	1803.4	99.0	87.3	1216.1	16.6	0.1	1.75	13.94	33.6	12	45.8	1800.0	2	22055	12.23	31280	17.35
1983	1841.0	99.0	86.0	1229.0	10.4	0.3	1.75	13.94	33.6	12	.0	1800.0	0	20610	11.20	29235	15.88
1982	1835.7	99.1	85.1	1235.5	17.4	0.7	1.50	13.94	22.6	12	.0	1800.0	N.A.	18910	10.30	26820	14.61
Men's																	
ESQUIRE#																	
1986	697.3	99.2	80.0	555.8	24.2	21.4	2.50	17.94	40.2	12	36.8	700.0	5	17485	25.08	26150	37.50
1985	705.6	99.2	80.7	573.6	18.2	9.3	2.50	17.94	40.2	12	.0	700.0	5	17485	24.78	26150	37.06
1984	719.7	99.3	82.0	499.0	12.5	5.5	2.50	17.94	40.2	12	.0	700.0	4	15250	21.19	22825	31.71
1983	747.5	99.3	83.3	640.0	11.5	2.6	2.50	17.94	40.2	12	.0	700.0	0	13900	18.60	20800	27.83
1982	668.1	99.4	83.5	618.1	20.1	1.1	2.00	15.94	33.6	12	68.0	650.0	N.A.	11600	17.36	17400	26.04
GQ-GENTLEMEN'S QUARTERLY#																	
1986	638.8	99.3	42.8	338.6	87.3	0.0	3.00	18.00	50.0	12	.0	500.0	0	12260	19.19	18425	28.84
1985	645.3	99.3	41.3	332.5	86.9	0.0	2.50	18.00	40.0	12	.0	500.0	0	11150	17.28	16750	25.96
1984	624.7	99.2	38.5	334.9	88.8	0.0	2.50	18.00	40.0	12	.0	500.0	0	10330	16.54	15520	24.84
1983	565.7	99.3	38.0	295.1	89.2	0.0	2.50	18.00	40.0	12	.0	450.0	0	8480	14.99	12700	22.45
1982	530.8	99.3	36.1	266.0	86.9	0.0	2.50	18.00	40.0	12	.0	400.0	N.A.	6790	12.79	10170	19.16
M, THE CIVILIZED MAN*#																	
1986	134.6	99.3	56.3	116.8	15.1	0.1	3.00	24.00	33.3	12	5.5	130.0	2	6210	46.14	9550	70.95
1985	133.9	99.2	61.0	103.5	8.9	0.0	3.00	24.00	33.3	12	.0	100.0	0	5860	43.76	9010	67.29
1984	100.5	99.3	62.4	107.0	3.1	0.8	3.00	24.00	33.3	12	.0	N.C.	N.A.	4945	49.20	7605	75.67
1983																	
1982																	
NATIONAL LAMPOON#																	
1986	270.0	98.6	36.4	32.6	0.6	0.1	3.95	15.95	63.3	11	23.3	300.0	10	5700	21.11	8100	30.00
1985	392.0	98.7	49.3	156.6	0.4	1.6	2.00	11.95	50.2	12	63.0	450.0	11	7600	19.39	11200	28.57
1984	462.6	98.8	50.3	187.8	0.5	0.0	2.00	11.95	50.2	12	47.1	450.0	3	7100	15.35	10500	22.70
1983	452.0	98.7	38.6	173.3	1.5	1.0	2.00	11.95	50.2	12	29.0	450.0	0	6450	14.27	9500	21.02
1982	466.4	98.8	23.8	96.3	5.5	0.1	2.00	11.95	50.2	12	21.1	521.0	N.A.	6700	14.37	9900	21.23
PENTHOUSE#																	
1986	2540.2	99.0	9.9	174.6	82.3	5.7	4.00	36.00	25.0	12	.0	3000.0	12	36695	14.45	41140	16.20
1985	3105.9	99.0	7.7	223.1	84.1	1.4	3.50	36.00	14.3	12	.0	3400.0	11	33360	10.74	37400	12.04
1984	3485.7	99.1	5.7	223.0	93.7	2.5	3.00	30.00	16.7	12	.0	3400.0	8	22930	6.58	34000	9.75
1983	3477.0	98.9	5.6	173.8	92.4	1.1	3.00	30.00	16.7	12	.0	3400.0	3	22930	6.59	34000	9.78
1982	3898.5	99.0	5.7	208.5	72.4	0.0	3.00	30.00	16.7	12	.0	4500.0	N.A.	24925	6.39	36960	9.48

* See Special Notes - Page 7
#See Special Notes - Page 8

Year End. 12-31	Ave. Paid Circ.	% Circ. In 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
Men's (cont.)																	
PLAYBOY#																	
1986	3689.3	99.0	69.7	2724.7	25.4	0.0	3.50	24.00	42.9	12	93.6	3400.0	10	37100	10.06	51955	14.08
1985	4131.3	99.0	60.6	3081.3	26.8	0.0	4.00	22.00	54.2	12	.0	4100.0	5	44740	10.83	62650	15.16
1984	4209.8	99.1	56.2	2769.6	31.1	0.3	3.00	22.00	38.9	12	9.0	4100.0	5	41085	9.76	47845	11.37
1983	4229.8	99.0	55.0	2275.1	41.8	0.0	3.00	22.00	38.9	12	195.7	4100.0	5	38395	9.08	53765	12.71
1982	4676.3	99.1	54.0	2654.7	42.3	0.0	3.00	22.00	38.9	12	39.3	5000.0	N.A.	43760	9.36	61280	13.10
Metropolitan/Regional/State																	
BOSTON MAGAZINE#																	
1986	129.1	99.9	78.6	103.3	36.7	0.0	1.95	15.00	35.9	12	.0	118.0	0	4335	33.58	6200	48.02
1985	131.5	99.9	79.9	113.3	29.8	0.0	1.95	15.00	35.9	12	.0	115.0	0	3770	28.67	5390	40.99
1984	119.3	99.9	80.6	115.6	26.4	0.0	1.95	15.00	35.9	12	.0	110.0	1	3335	27.95	4770	39.98
1983	112.7	99.9	83.2	110.3	27.4	0.0	1.75	15.00	28.6	12	3.1	110.0	1	3090	27.42	4415	39.17
1982	110.8	99.9	81.9	102.6	22.8	0.0	1.75	15.00	28.6	12	1.6	110.0	N.A.	2625	23.69	3750	33.84
LOS ANGELES MAGAZINE#																	
1986	171.8	99.7	74.6	128.4	37.3	0.0	2.25	19.00	29.6	12	2.9	170.0	3	5430	31.61	8085	47.06
1985	166.6	99.7	67.6	123.0	38.3	0.6	2.25	19.00	29.6	12	13.5	165.0	5	4935	29.62	7350	44.12
1984	165.0	99.8	62.4	99.3	47.3	9.3	2.25	19.00	29.6	12	14.5	165.0	2	4485	27.18	6690	40.55
1983	162.4	99.7	59.2	91.4	46.6	6.5	2.25	19.00	29.6	12	15.8	162.0	3	4075	25.09	6085	37.47
1982	162.3	99.7	59.9	117.6	87.0	17.6	2.25	19.00	29.6	12	4.4	162.0	N.A.	3805	23.44	5680	35.00
SAN FRANCISCO FOCUS#																	
1986	194.0	100.0	96.8	295.9	100.0	0.0	1.95	5.00	78.6	12	22.1	185.0	0	4085	21.06	5535	28.53
1985	172.4	100.0	97.1	225.4	100.0	0.0	1.95	5.00	78.6	12	15.5	160.0	1	3550	20.59	4815	27.93
1984	164.5	100.0	99.0	160.2	100.0	0.0	1.50	5.00	72.2	12	12.5	160.0	4	3225	19.60	4375	26.60
1983	157.8	100.0	99.3	148.8	100.0	0.0	1.50	3.75	79.2	12	7.8	148.0	0	3015	19.11	4090	25.92
1982	142.7	100.0	99.9	131.7	100.0	0.0	1.50	1.50	91.7	12	12.0	N.A.	N.A.	2740	19.20	3720	26.07
TEXAS MONTHLY																	
1986	286.3	99.9	84.1	251.3	27.9	0.0	2.00	18.00	25.0	12	11.1	280.0	5	8490	29.65	13020	45.48
1985	285.1	99.9	83.8	226.4	31.5	0.9	2.00	18.00	25.0	12	1.5	280.0	3	8050	28.24	12340	43.28
1984	288.9	99.9	83.0	250.7	28.7	0.3	2.00	18.00	25.0	12	.0	280.0	0	7455	25.80	11425	39.55
1983	286.0	99.9	83.7	230.2	34.2	0.0	2.00	18.00	25.0	12	1.1	280.0	1	6905	24.14	10580	36.99
1982	290.1	99.9	83.0	267.9	39.3	0.0	2.00	18.00	25.0	12	6.1	280.0	N.A.	6515	22.46	9980	34.40
Motorcycle																	
CYCLE WORLD#																	
1986	313.6	99.3	72.3	169.1	18.8	7.5	1.75	13.94	33.6	12	44.8	325.0	8	10290	32.81	15440	49.23
1985	337.0	99.3	73.6	208.0	13.7	17.1	1.75	13.94	33.6	12	41.6	325.0	6	9710	28.81	14565	43.22
1984	356.9	99.3	72.1	249.3	12.0	6.9	1.50	13.94	22.6	12	35.8	350.0	9	9710	27.21	14565	40.81
1983	375.6	99.4	71.8	249.8	14.4	0.1	1.50	13.94	22.6	12	52.3	375.0	2	9710	25.85	14565	38.78
1982	375.3	99.3	67.1	227.7	16.4	0.0	1.50	13.94	22.6	12	27.3	375.0	N.A.	9160	24.41	13740	36.61

#See Special Notes - Page 8

Year End. 12-31	Ave. Paid Circ.	% Circ. In 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
Music																	
HIGH FIDELITY#																	
1986	375.3	99.5	93.3	160.1	47.1	0.2	2.50	13.95	53.5	12	12.2	350.0	2	12930	34.45	18480	49.24
1985	410.2	99.5	92.3	263.7	54.9	0.4	1.95	13.95	40.4	12	43.3	400.0	1	12930	31.52	18480	45.05
1984	396.3	99.5	91.6	218.4	48.6	0.5	1.95	13.95	40.4	12	18.8	400.0	2	14955	37.74	21375	53.94
1983	384.0	99.5	90.5	250.8	67.8	0.0	1.75	13.95	33.6	12	72.6	375.0	1	13975	36.39	19975	52.02
1982	383.8	99.4	90.0	180.2	45.7	0.2	1.50	13.95	22.5	12	57.8	N.C.	N.A.	13205	34.41	18410	47.97
ROLLING STONE#																	
1986	1068.5	99.2	74.1	879.9	11.6	1.9	1.95	23.95	48.8	24	.0	1250.0	0	20980	19.64	30705	28.74
1985	990.9	99.2	71.0	880.4	9.0	6.4	1.95	19.95	57.4	24	.0	1000.0	0	19425	19.60	28430	28.69
1984	825.7	99.1	67.8	914.1	51.4	3.8	1.50	19.95	44.6	24	.0	775.0	0	14690	17.79	21500	26.04
1983	776.8	99.1	66.6	669.9	73.1	0.4	1.50	15.95	55.7	24	6.1	775.0	3	13515	17.40	20150	25.94
1982	767.7	99.2	65.9	718.1	26.7	0.0	1.50	15.95	57.5	25	.0	775.0	N.A.	12870	16.76	19190	25.00
News-Weeklies																	
JET																	
1986	810.9	99.6	82.1	902.0	58.2	0.0	1.25	36.00	44.6	52	249.7	800.0	16	9905	12.21	13810	17.03
1985	817.2	99.6	80.4	908.4	56.8	0.0	1.25	36.00	43.5	51	273.4	800.0	15	9905	12.12	13810	16.90
1984	851.6	99.6	78.0	941.5	59.1	0.0	1.25	36.00	44.6	52	210.2	800.0	11	8254	9.69	11508	13.51
1983	853.6	99.6	77.2	979.0	58.6	0.0	1.25	36.00	45.7	53	228.2	700.0	1	8254	9.67	11508	13.48
1982	727.2	99.6	68.1	742.2	46.6	0.0	1.25	36.00	44.6	52	141.8	700.0	N.A.	6072	8.35	9590	13.19
NEWSWEEK																	
1986	3077.5	98.9	93.9	3518.4	31.7	32.9	2.00	41.00	60.6	52	194.7	3050.0	18	54095	17.58	84390	27.42
1985	3058.2	98.9	94.5	3474.6	47.5	23.6	1.95	39.00	61.5	52	102.1	3000.0	5	50795	16.61	79240	25.91
1984	3024.6	98.9	94.1	3342.0	49.0	21.9	1.75	39.00	58.7	54	150.4	3000.0	15	47250	15.62	73710	24.37
1983	3030.6	98.8	93.3	3084.6	31.1	8.7	1.50	39.00	50.9	53	102.3	2950.0	0	44040	14.53	68700	22.67
1982	3012.6	98.9	92.7	2980.6	15.2	13.8	1.50	39.00	50.0	52	95.2	2950.0	N.A.	40930	13.59	63850	21.19
NEW YORK																	
1986	427.9	99.9	90.3	425.3	44.2	7.9	1.95	33.00	66.2	50	.0	415.0	3	12640	29.54	19900	46.51
1985	441.7	99.9	90.7	422.3	40.4	7.4	1.95	33.00	66.2	50	.0	415.0	0	11810	26.74	18600	42.11
1984	436.8	99.9	90.6	462.8	34.0	1.4	1.75	33.00	62.3	50	.0	400.0	0	10860	24.86	17100	39.15
1983	427.0	99.9	90.5	419.2	44.7	5.0	1.50	32.00	57.3	50	.0	400.0	0	10150	23.77	15980	37.42
1982	429.8	99.9	90.7	491.2	55.9	0.8	1.50	29.00	61.3	50	.0	400.0	N.A.	9310	21.66	14660	34.11
PEOPLE WEEKLY#																	
1986	2940.5	99.1	42.9	1690.0	51.3	0.0	1.50	56.50	26.1	51	43.0	2850.0	24	47595	16.19	61345	20.86
1985	2902.6	99.1	41.9	1816.1	49.8	0.4	1.50	51.50	32.7	51	18.5	2850.0	22	43775	15.08	56425	19.44
1984	2769.4	99.1	36.5	1499.9	64.8	0.0	1.25	46.00	27.8	51	11.5	2750.0	21	40370	14.58	52050	18.79
1983	2741.8	99.2	36.6	1674.3	57.4	0.0	1.25	45.00	29.4	51	7.0	2600.0	6	36350	13.26	46850	17.09
1982	2573.0	99.2	26.9	1072.3	49.5	0.0	1.25	41.00	35.7	51	5.5	2425.0	N.A.	33300	12.94	42950	16.69

#See Special Notes - Page 8

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
News-Weeklies (cont.)																	
SPORTING NEWS, THE#																	
1986	719.6	99.4	92.7	1038.0	8.9	0.0	1.95	54.85	48.9	55	3.8	711.0	1	13282	18.46	16728	23.25
1985	713.0	99.4	92.3	1178.6	16.3	0.2	1.95	51.50	48.2	51	15.9	700.0	6	12530	17.57	15781	22.13
1984	664.9	99.4	91.3	930.7	21.9	1.5	1.75	45.00	50.5	52	15.5	660.0	2	11391	17.13	14346	21.58
1983	586.0	99.4	88.3	824.1	26.7	4.0	1.50	39.95	48.8	52	11.9	600.0	N.A.	9957	16.99	12540	21.40
1982	494.2	99.5	85.3	658.4	29.6	8.6	1.50	36.00	54.7	53	.5	475.0	N.A.	7366	14.90	9278	18.77
SPORTS ILLUSTRATED																	
1986	2888.6	99.1	95.5	4233.1	64.2	42.7	2.25	58.86	50.6	53	66.1	2800.0	4	53750	18.61	83850	29.03
1985	2781.1	99.3	95.9	4179.3	62.4	40.1	1.95	53.40	48.3	53	68.4	2725.0	6	49815	17.91	77710	27.94
1984	2667.6	99.3	95.9	3933.1	52.8	37.4	1.95	52.40	50.2	54	41.2	2550.0	0	44365	16.63	69210	25.94
1983	2476.7	99.4	95.9	3396.3	55.8	26.0	1.95	48.00	53.6	53	48.1	2425.0	4	40050	16.17	62480	25.23
1982	2405.2	99.4	96.1	3214.7	54.8	29.4	1.50	41.00	48.4	53	32.0	2325.0	N.A.	35725	14.85	55730	23.17
TIME																	
1986	4776.3	99.0	95.3	7378.2	20.6	60.5	1.95	58.24	42.6	52	155.8	4600.0	9	73695	15.43	114955	24.07
1985	4648.1	99.2	95.3	6879.8	70.1	50.9	1.95	58.24	42.6	52	305.6	4600.0	23	69650	14.98	108650	23.38
1984	4625.2	99.2	95.2	6438.2	77.3	38.8	1.95	51.50	50.2	53	196.4	4600.0	20	65275	14.11	101825	22.02
1983	4666.5	99.2	94.6	6324.0	71.2	32.9	1.75	45.00	51.5	53	77.8	4600.0	8	65275	13.99	101825	21.82
1982	4509.9	99.2	93.8	5373.8	60.1	23.6	1.50	41.00	47.4	52	42.9	4400.0	N.A.	55045	12.21	85870	19.04
TV GUIDE#																	
1986	16837.5	99.6	49.8	11297.5	41.6	3.7	0.60	29.90	4.2	52	.0	16400.0	23	81300	4.83	95900	5.70
1985	17031.9	99.6	50.3	10573.4	42.7	7.4	0.60	29.90	4.2	52	47.8	17000.0	25	80200	4.71	94700	5.56
1984	17230.4	99.6	50.0	12099.3	80.7	3.8	0.60	29.90	4.2	52	.0	17000.0	12	75700	4.39	89300	5.18
1983	17168.8	99.6	47.3	10809.9	87.6	1.6	0.50	23.40	11.7	53	164.8	17000.0	10	72000	4.19	85000	4.95
1982	17260.3	99.6	45.9	9903.4	80.1	0.3	0.50	23.40	10.0	52	59.7	17000.0	N.A.	65600	3.80	77400	4.48
U.S. NEWS & WORLD REPORT																	
1986	2300.1	99.1	97.6	2513.6	74.5	28.4	1.95	34.50	65.3	51	3.3	2050.0	0	35000	15.22	55300	24.04
1985	2077.7	99.1	97.4	3554.4	54.2	15.0	1.95	29.00	70.8	51	119.3	2050.0	16	33155	15.96	52330	25.19
1984	2091.9	99.1	97.2	2776.2	58.4	19.3	1.75	41.00	54.9	52	61.2	2050.0	4	30985	14.81	48905	23.38
1983	2117.4	99.1	96.7	2762.0	42.9	25.3	1.50	36.00	52.9	51	80.4	2050.0	0	30985	14.63	48905	23.10
1982	2124.5	99.1	96.7	2829.5	44.3	17.2	1.50	36.00	52.9	51	61.5	2050.0	N.A.	26935	12.68	42510	20.01
News-Biweeklies, Semi-Monthlies																	
US																	
1986	1014.5	98.7	62.6	964.3	28.4	3.1	1.50	23.95	38.6	26	35.6	1000.0	2	16410	16.18	21180	20.88
1985	950.2	98.8	57.9	828.4	7.8	0.0	1.50	23.95	36.1	25	16.5	900.0	6	12215	12.86	15770	16.60
1984	1012.9	98.8	47.5	631.5	5.1	0.0	1.25	23.95	29.0	27	.0	1100.0	21	14145	13.96	18260	18.03
1983	1097.6	98.9	47.9	702.3	3.8	0.0	1.00	23.95	7.9	26	.0	1100.0	8	13035	11.88	16830	15.33
1982	1091.9	98.9	25.8	668.0	3.1	0.0	1.00	23.95	7.9	26	.0	1100.0	N.A.	11850	10.85	15300	14.01

#See Special Notes - Page 8

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Photography																	
AMERICAN PHOTOGRAPHER#																	
1986	253.1	99.0	86.5	214.6	18.4	0.2	2.50	19.90	33.7	12	28.9	250.0	0	9400	37.14	14930	58.99
1985	273.5	98.7	85.4	242.4	15.8	2.5	2.50	19.90	33.7	12	15.2	250.0	7	8870	32.43	14085	51.50
1984	297.2	99.1	85.7	289.9	13.3	1.2	2.25	19.90	26.3	12	.0	285.0	2	9240	31.09	14675	49.38
1983	264.9	99.0	84.3	254.8	13.8	0.0	2.25	19.90	26.3	12	.0	285.0	0	8500	32.09	13500	50.96
1982	227.3	99.1	82.2	266.9	15.2	0.0	2.00	17.90	25.4	12	29.7	225.0	N.A.	5700	25.08	8950	39.38
MODERN PHOTOGRAPHY#																	
1986	685.5	99.1	87.6	450.9	30.0	0.1	2.50	13.98	53.4	12	55.9	650.0	8	29920	43.65	40570	59.18
1985	737.4	99.2	86.6	442.7	15.9	1.4	2.25	13.98	48.2	12	.0	725.0	1	29920	40.57	40570	55.02
1984	714.9	99.2	84.7	542.3	23.7	9.8	1.95	13.98	40.3	12	.0	700.0	3	27730	38.79	37600	52.59
1983	679.4	99.1	81.8	525.6	30.1	0.7	1.75	15.95	24.0	12	.0	675.0	2	25795	37.97	34975	51.48
1982	669.6	99.1	81.6	437.3	23.8	0.7	1.75	15.95	24.0	12	57.2	N.C.	N.A.	24210	36.16	32170	48.04
Science																	
DISCOVER																	
1986	1103.2	99.0	85.4	971.9	60.3	35.8	2.50	24.00	20.0	12	11.2	850.0	2	11840	10.73	17175	15.57
1985	936.6	99.2	86.2	925.1	60.9	27.1	2.50	24.00	20.0	12	6.5	850.0	0	10965	11.71	15905	16.98
1984	983.9	99.3	87.0	890.1	65.5	26.9	2.00	22.00	8.3	12	10.8	935.0	0	17230	17.51	24990	25.40
1983	918.3	99.4	86.0	795.9	70.5	19.2	2.00	22.00	8.3	12	8.5	850.0	0	16405	17.86	23800	25.92
1982	853.6	99.5	84.7	953.4	77.9	23.0	2.00	20.00	16.7	12	11.5	750.0	N.A.	15320	17.95	22225	26.04
NATURAL HISTORY#																	
1986	502.9	99.1	98.9	433.0	105.1	5.1	2.50	20.00	33.3	12	0	495.0	0	9200	18.29	13450	26.74
1985	498.6	99.1	98.8	495.8	83.7	4.5	2.50	20.00	33.3	12	.0	490.0	0	8700	17.45	12700	25.47
1984	503.5	99.0	98.8	419.4	100.0	2.1	2.50	18.00	40.0	12	.0	485.0	0	8150	16.19	12000	23.83
1983	479.6	99.1	98.3	513.2	100.0	1.6	2.50	18.00	40.0	12	.0	465.0	0	7500	15.64	11100	23.14
1982	465.0	99.1	95.9	379.5	100.0	0.7	2.00	15.00	37.5	12	1.9	460.0	N.A.	6520	14.02	9780	21.03
OMNI																	
1986	856.5	98.8	67.1	595.6	51.0	7.5	3.00	24.00	33.3	12	41.4	855.0	3	19235	22.46	26710	31.19
1985	863.3	98.9	63.7	663.2	40.4	2.4	2.50	24.00	20.0	12	12.9	855.0	1	17645	20.44	24505	28.39
1984	837.3	99.0	60.8	581.4	68.4	2.0	2.50	24.00	20.0	12	50.4	825.0	3	14850	17.74	22275	26.60
1983	813.9	98.9	46.4	415.6	77.0	2.0	2.50	24.00	20.0	12	67.6	825.0	N.A.	13455	16.53	20185	24.80
1982	745.0	98.8	31.0	361.7	41.2	36.2	2.50	24.00	20.0	12	18.6	825.0	N.A.	12230	16.42	18350	24.63
SCIENCE																	
1986	152.0	99.3	14.0	154.6	54.0	0.0	2.50	32.50	74.5	51	.0	150.0	0	4410	29.01	5400	35.53
1985	155.7	99.3	13.6	155.6	100.0	0.0	2.50	30.00	76.5	51	.0	150.0	0	3820	24.53	4810	30.89
1984	154.4	99.2	13.8	162.5	100.0	0.0	2.50	28.00	78.0	51	.0	150.0	0	3475	22.51	4375	28.34
1983	156.8	99.2	13.5	153.9	100.0	0.0	2.50	26.50	79.2	51	.0	150.0	0	3250	20.73	4150	26.47
1982	157.7	99.2	14.2	175.2	100.0	0.0	2.00	24.00	76.9	52	.0	140.0	N.A.	3000	19.02	3900	24.73

#See Special Notes - Page 8

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
Science (cont.)																	
SPECTRUM*																	
1986	254.2	99.6	100.0	276.2	100.0	0.0	0.00	67.00	0.0	12	2.5	270.0	12	7725	30.39	8525	33.54
1985	247.1	99.6	100.0	267.9	100.0	0.0	0.00	65.00	0.0	12	13.7	255.0	8	7023	28.42	7823	31.66
1984	240.1	99.5	50.0	113.1	100.0	0.0	15.00	65.00	27.8	6	.0	240.0	4	6215	25.89	7015	29.22
1983																	
1982																	
Senior Citizens																	
50 PLUS#																	
1986	445.5	99.3	80.8	533.1	15.1	0.2	1.50	15.00	16.7	12	18.9	450.0	7	9970	22.38	13575	30.47
1985	414.2	99.3	100.0	599.1	10.5	0.0	1.50	15.00	16.7	12	1.7	420.0	0	8820	21.29	12010	29.00
1984	315.2	99.5	100.0	341.9	65.8	0.0	1.50	15.00	16.7	12	6.4	315.0	2	5695	18.07	7755	24.60
1983	287.5	99.5	99.9	270.4	19.6	0.3	1.50	15.00	16.7	12	2.6	290.0	4	4950	17.22	6745	23.46
1982	273.2	99.5	100.0	269.2	21.1	0.1	1.50	15.00	16.7	12	.0	265.0	N.A.	4500	16.47	6130	22.44
MODERN MATURITY																	
1986	14285.2	99.7	100.0	11986.6	100.0	0.0	0.00	2.40	0.0	6	521.9	13000.0	0	138100	9.67	153000	10.71
1985	12228.7	99.7	100.0	9611.8	100.0	0.0	0.00	2.40	0.0	6	538.9	10000.0	0	82310	6.73	92000	7.52
1984	10329.1	99.7	100.0	8221.4	100.0	0.0	0.00	2.00	0.0	6	508.8	9000.0	0	68590	6.64	76680	7.42
1983	9078.4	99.7	100.0	6288.7	100.0	0.0	0.00	2.00	0.0	6	453.2	8500.0	0	57160	6.30	69710	7.68
1982	8222.2	99.7	100.0	6017.7	100.0	0.0	0.00	2.00	0.0	6	436.0	N.C.	N.A.	47630	5.79	58090	7.07
NRTA/AARP NEWS BULLETIN*#																	
1986	13733.4	99.7	100.4	11986.6	100.0	0.0	0.00	0.60	0.0	11	.0	12700.0	0	N.A.		N.A.	
1985	11668.9	99.7	100.4	9611.8	100.0	0.0	0.00	0.60	0.0	11	.0	10000.0	0	N.A.		N.A.	
1984	10004.5	99.7	100.4	8221.4	100.0	0.0	0.00	0.60	0.0	11	.0	N.C.	0	N.A.		N.A.	
1983	8828.9	99.7	100.3	6288.7	100.0	0.0	0.00	0.60	0.0	11	.0	8500.0	0	N.A.		N.A.	
1982	8142.4	99.7	50.0	3029.2	100.0	0.0	0.00	0.60	0.0	5	.0	N.A.	N.A.	72000	8.84	N.A.	
Sports																	
BICYCLING*#																	
1986	256.6	99.1	70.7	182.3	49.7	73.1	2.50	15.97	36.1	10	19.5	250.0	2	6420	25.02	8665	33.77
1985	248.3	99.0	69.3	196.8	56.0	72.1	2.50	14.97	33.5	9	.0	240.0	0	5680	22.88	7670	30.89
1984	251.7	99.0	66.2	178.4	59.2	63.2	2.00	14.97	16.8	9	.0	220.0	0	4940	19.63	6670	26.50
1983	237.5	99.0	32.9	101.7	77.0	55.4	2.00	13.97	74.6–	4	.0	220.0	0	4940	20.80	6670	28.08
1982																	
GOLF DIGEST#																	
1986	1229.6	99.0	91.3	1034.5	29.8	0.8	1.95	19.94	14.8	12	.0	1225.0	0	28000	22.77	42000	34.16
1985	1231.3	99.1	91.8	1040.2	30.4	6.9	1.95	19.94	14.8	12	.0	1200.0	0	25660	20.84	38490	31.26
1984	1211.8	99.0	92.2	1116.8	27.8	4.5	1.95	17.95	23.3	12	.0	1200.0	0	23330	19.25	34995	28.88
1983	1153.6	99.1	91.4	1053.4	21.6	8.8	1.75	17.95	14.5	12	.0	1150.0	0	21490	18.63	32235	27.94
1982	1047.3	99.0	90.9	1021.0	26.7	6.1	1.50	14.95	16.9	12	6.3	1010.0	N.A.	17750	16.95	26625	25.42

* See Special Notes - Page 7
#See Special Notes - Page 8

Year End. 12-31	Ave. Paid Circ.	% Circ. In 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
GOLF (INCORPORATING GOLFING)																	
1986	846.2	98.9	89.1	655.4	8.3	7.9	1.95	15.94	31.9	12	.0	825.0	0	19060	22.52	28605	33.80
1985	804.1	98.9	89.9	606.8	8.1	2.8	1.95	15.94	31.9	12	7.2	800.0	1	17405	21.65	26125	32.49
1984	786.4	99.0	89.5	557.8	5.8	0.2	1.95	15.94	31.9	12	.0	770.0	0	15540	19.76	23325	29.66
1983	756.5	98.9	88.9	503.3	10.1	0.2	1.75	15.94	24.1	12	.0	725.0	0	14000	18.51	21010	27.77
1982	760.6	99.0	89.1	566.7	10.7	3.0	1.50	13.94	22.6	12	.0	725.0	N.A.	12965	17.05	19450	25.57
MUSCLE & FITNESS																	
1986	523.7	98.3	16.3	104.3	48.4	11.1	3.50	29.95	28.7	12	.0	N.C.	0	6095	11.64	7560	14.44
1985	449.2	98.3	14.1	96.2	72.6	7.5	3.50	29.95	28.7	12	.0	N.C.	0	5000	11.13	6575	14.64
1984	420.1	98.3	12.6	85.5	72.8	40.4	2.95	29.95	15.4	12	.0	N.C.	0	3719	8.85	5020	11.95
1983	351.7	98.1	11.2	66.1	92.2	0.0	2.95	29.95	15.4	12	.0	N.C.	0	3719	10.57	5020	14.27
1982	283.3	98.1	10.5	32.2	89.7	0.0	2.95	29.95	15.4	12	.0	N.C.	N.A.	2975	10.50	4016	14.18
RUNNER'S WORLD#																	
1986	290.3	98.7	75.3	239.2	73.8	42.6	2.50	19.95	33.5	12	33.6	275.0	7	8725	30.06	13090	45.09
1985	294.2	98.7	73.3	192.7	41.4	12.8	2.50	21.50	28.3	12	48.1	300.0	8	8310	28.25	12455	42.34
1984	346.7	98.7	67.0	191.5	55.7	23.7	2.50	21.50	28.3	12	47.4	400.0	12	8760	25.27	11940	34.44
1983	381.8	98.5	65.9	205.4	72.9	9.8	2.00	16.00	33.3	12	47.8	365.0	1	7140	18.70	10020	26.24
1982	371.1	98.6	66.4	225.5	58.9	5.0	2.00	16.00	33.3	12	46.5	365.0	N.A.	7140	19.24	10020	27.00
SKI (INCORPORATING SKI LIFE)#																	
1986	434.1	99.2	80.8	327.8	7.8	3.0	1.75	9.94	29.0	8	8.2	450.0	0	13765	31.71	18895	43.53
1985	420.2	99.3	81.3	260.0	7.2	2.3	1.75	9.94	29.0	8	21.5	410.0	0	13765	32.76	18895	44.97
1984	421.6	99.4	81.7	223.1	8.6	0.0	1.75	11.94	14.7	8	18.8	430.0	1	12745	30.23	17495	41.50
1983	422.4	99.4	79.9	232.7	9.2	1.0	1.75	11.94	2.5	7	6.1	410.0	0	11910	28.20	16350	38.71
1982	416.5	99.4	79.2	235.1	5.3	10.8	1.75	11.94	2.5	7	39.8	410.0	N.A.	11025	26.47	15140	36.35
SKIING#																	
1986	451.9	99.3	80.2	249.4	28.5	10.2	1.95	9.98	26.9	7	.0	440.0	1	16875	37.34	22920	50.72
1985	439.7	99.2	79.8	309.4	22.0	11.4	1.95	9.98	26.9	7	2.7	430.0	0	15555	35.38	21125	48.04
1984	423.8	99.2	78.6	266.4	22.7	15.9	1.75	9.98	18.5	7	30.8	430.0	4	14270	32.97	19380	44.78
1983	429.3	99.4	78.2	222.8	22.0	9.9	1.75	9.98	18.5	7	48.1	430.0	2	12985	30.25	17635	41.08
1982	412.1	99.4	77.9	237.0	19.5	0.0	1.75	9.98	18.5	7	59.5	430.0	N.A.	12135	29.45	16480	39.99
SPORT#																	
1986	934.4	99.4	83.2	533.7	54.2	5.8	2.00	12.00	50.0	12	89.6	930.0	3	16600	17.77	24200	25.90
1985	931.6	99.4	83.8	452.5	53.6	5.2	2.00	12.00	50.0	12	29.7	930.0	0	15500	16.64	22600	24.26
1984	928.7	99.4	83.9	461.8	56.8	9.0	2.00	12.00	50.0	12	.0	930.0	0	15500	16.69	22600	24.34
1983	935.5	99.4	82.2	518.5	49.6	3.0	2.00	12.00	50.0	12	.6	900.0	0	12900	13.79	18800	20.10
1982	904.6	99.4	80.5	441.1	59.4	4.2	1.50	12.00	33.3	12	76.7	900.0	N.A.	11900	13.15	17400	19.24

#See Special Notes - Page 8

Year End. 12-31	Ave. Paid Circ.	% Circ. In 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
Sports (cont.)																	
TENNIS																	
1986	509.3	99.2	91.0	392.9	31.4	1.5	1.75	17.94	14.6	12	.0	500.0	0	12380	24.31	18570	36.46
1985	507.3	99.1	90.7	437.1	30.0	10.4	1.75	17.94	14.6	12	6.8	500.0	0	11570	22.81	17360	34.22
1984	504.6	99.2	91.2	376.8	20.7	8.5	1.75	13.95	33.6	12	10.2	500.0	0	10520	20.85	15780	31.27
1983	502.0	99.3	90.4	357.6	22.1	9.3	1.75	13.95	33.6	12	.0	500.0	0	9980	19.88	14970	29.82
1982	474.9	99.2	88.7	374.8	24.2	8.6	1.75	11.95	43.1	12	.0	460.0	N.A.	8500	17.90	12750	26.85
WORLD TENNIS#																	
1986	376.5	99.0	92.0	399.1	1.5	0.0	1.75	15.94	24.1	12	22.7	375.0	0	9680	25.71	14500	38.51
1985	361.7	99.1	93.9	401.4	52.1	0.0	1.75	15.94	24.1	12	10.7	350.0	4	8811	24.36	13200	36.49
1984	386.0	99.0	92.8	311.0	67.8	4.2	1.75	11.94	43.1	12	18.6	385.0	5	9135	23.67	13685	35.45
1983	385.8	99.0	92.5	289.4	62.5	0.0	1.75	15.94	24.1	12	25.8	385.0	2	8460	21.93	12670	32.84
1982	378.3	99.0	92.8	256.0	71.5	0.0	1.75	15.94	24.1	12	.0	375.0	N.A.	7630	20.17	11425	30.20
Travel																	
MICHIGAN LIVING																	
1986	871.8	100.0	100.0	945.3	100.0	0.0	1.00	3.00	75.0	12	.3	N.C.	0	7385	8.47	8860	10.16
1985	824.8	100.0	100.0	834.3	100.0	0.0	1.00	9.00	25.0	12	.2	N.C.	0	6710	8.14	8050	9.76
1984	811.1	100.0	100.0	802.0	100.0	0.0	0.75	6.00	33.3	12	.1	N.C.	0	6100	7.52	7500	9.25
1983	802.5	100.0	100.0	826.0	100.0	0.0	0.75	6.00	33.3	12	.0	N.C.	0	5700	7.10	7000	8.72
1982	812.9	100.0	100.0	817.7	100.0	0.0	0.75	1.25	86.1	12	.0	N.C.	N.A.	5135	6.32	6330	7.79
MOTORLAND																	
1986	1671.5	100.0	100.0	1737.7	100.0	0.0	0.50	3.00	0.0	6	16.4	N.C.	0	12100	7.24	15350	9.18
1985	1577.4	100.0	100.0	1719.6	100.0	0.0	0.50	3.00	0.0	6	8.3	N.C.	0	11300	7.16	14350	9.10
1984	1489.7	100.0	100.0	1713.2	100.0	0.0	0.50	3.00	0.0	6	1.7	N.C.	0	11300	7.59	14350	9.63
1983	1406.5	100.0	100.0	1603.8	100.0	0.0	0.00	2.00	0.0	6	1.5	N.C.	0	9240	6.57	11735	8.34
1982	1339.1	100.0	100.0	1519.6	100.0	0.0	0.00	2.00	0.0	6	1.4	N.C.	N.A.	8422	6.29	10443	7.80
SIGNATURE#																	
1986	787.3	99.2	100.0	986.6	41.8	0.0	2.50	19.95	33.5	12	47.0	840.0	12	13490	17.13	16500	20.96
1985	787.3	99.1	100.0	820.2	69.0	0.0	2.50	17.95	40.2	12	59.4	815.0	9	12260	15.57	15000	19.05
1984	787.7	99.2	100.0	965.7	61.1	0.0	2.00	14.50	39.6	12	43.7	815.0	1	12260	15.56	15000	19.04
1983	720.0	99.2	99.9	833.3	54.7	0.0	2.00	12.00	50.0	12	29.8	750.0	2	10660	14.81	13033	18.10
1982	660.2	99.2	100.0	675.6	73.8	0.0	1.50	12.00	33.3	12	34.3	690.0	N.A.	9189	13.92	11236	17.02
TRAVEL & LEISURE#																	
1986	1086.9	98.8	98.7	1642.7	98.8	1.6	2.95	24.00	32.2	12	.0	1100.0	1	22285	20.50	29980	27.58
1985	985.2	98.9	99.0	1308.6	90.3	0.6	2.95	24.00	32.2	12	5.0	975.0	1	18535	18.81	24940	25.31
1984	949.3	98.9	99.0	1277.5	86.5	0.0	2.95	19.00	46.3	12	52.8	925.0	0	16740	17.63	22530	23.73
1983	930.0	99.0	98.7	992.7	97.7	0.0	2.50	17.00	43.3	12	42.2	925.0	3	15560	16.73	20940	22.52
1982	948.5	99.0	99.4	1045.7	100.0	0.0	2.50	20.00	33.3	12	64.1	925.0	N.A.	14825	15.63	19940	21.02

#See Special Notes - Page 8

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
Travel (cont.)																	
TRAVELER*#																	
1986	856.7	99.3	100.0	786.6	83.1	0.0	5.60	14.95	33.3	4	33.6	775.0	0	14440	16.86	19250	22.47
1985	1009.1	99.2	100.0	953.2	100.0	0.0	4.85	12.95	33.2	4	72.4	1000.0	1	17980	17.82	24200	23.98
1984	923.4	99.2	99.9	1744.6	100.0	0.0	4.70	12.50	33.5	4	.0	1000.0	2	16345	17.70	22000	23.82
1983																	
1982																	
TV & Radio/Communications & Electronics																	
VIDEO#																	
1986	348.3	98.8	78.5	321.4	8.6	0.0	1.95	12.00	48.7	12	16.3	340.0	4	10730	30.81	13600	39.05
1985	321.2	98.9	74.7	219.4	3.9	0.0	2.50	15.00	50.0	12	38.4	340.0	2	10730	33.41	13600	42.34
1984	279.2	98.7	70.8	213.9	12.7	0.0	1.95	15.00	35.9	12	48.6	300.0	7	8520	30.52	10800	38.68
1983	235.5	98.8	68.6	205.5	13.4	0.0	1.95	15.00	35.9	12	27.5	275.0	1	7410	31.46	9390	39.87
1982	143.5	98.8	57.8	113.4	31.8	0.0	1.75	15.00	28.6	12	15.5	160.0	N.A.	4313	30.06	5465	38.08
Women's																	
COSMOPOLITAN																	
1986	2904.3	98.9	11.8	358.2	29.4	0.8	1.95	24.97	6.7–	12	.0	2500.0	0	32170	11.08	43290	14.91
1985	2921.5	99.0	10.4	316.3	29.7	0.6	1.95	24.97	6.7–	12	.0	2500.0	0	29870	10.22	40195	13.76
1984	2907.1	98.9	9.5	308.6	28.2	0.5	1.95	24.97	6.7–	12	.0	2500.0	0	27180	9.35	36575	12.58
1983	3011.2	99.0	7.4	245.1	28.3	0.0	1.75	24.00	14.3–	12	.0	2350.0	0	23905	7.94	32170	10.68
1982	2864.3	98.9	5.6	179.7	29.2	0.0	1.75	24.00	14.3–	12	.0	2250.0	N.A.	21535	7.52	28980	10.12
ESSENCE																	
1986	800.2	99.7	73.7	682.0	26.3	0.0	1.50	12.00	33.3	12	48.2	800.0	7	12210	15.26	18320	22.89
1985	801.0	99.7	74.2	630.1	36.7	0.0	1.50	12.00	33.3	12	94.6	800.0	5	11100	13.86	16650	20.79
1984	700.4	99.8	70.1	759.7	23.9	0.0	1.50	10.00	44.4	12	129.2	700.0	7	9100	12.99	13650	19.49
1983	700.2	99.8	68.3	579.1	27.4	0.0	1.25	10.00	33.3	12	40.2	700.0	3	8670	12.38	13000	18.57
1982	650.2	99.8	67.4	529.3	42.0	0.0	1.25	9.00	40.0	12	.0	650.0	N.A.	7540	11.60	11320	17.41
FAMILY CIRCLE#																	
1986	6399.1	99.4	8.3	781.0	77.6	1.0	0.95	16.15	0.0	17	.0	7400.0	10	58450	9.13	69550	10.87
1985	6680.9	99.4	5.4	497.8	92.7	0.2	0.89	15.13	0.0	17	.0	7850.0	14	61475	9.20	73100	10.94
1984	6964.4	99.5	3.3	343.0	97.1	0.0	0.85	14.45	0.0	17	.0	7750.0	12	56000	8.04	66650	9.57
1983	7251.5	99.5	1.8	203.9	96.8	0.0	0.75	12.75	0.0	17	.0	8000.0	5	63200	8.72	75200	10.37
1982	7217.1	99.4	0.6	128.8	71.1	0.0	0.69	11.97	2.0–	17	.0	8000.0	N.A.	57725	8.00	69600	9.64
GOOD FOOD*																	
1986	679.5	99.1	40.3	460.6	40.3	26.3	1.00	12.00	9.1–	11	.0	750.0	5	9375	13.80	11250	16.56
1985																	
1984																	
1983																	
1982																	

* See Special Notes - Page 7
#See Special Notes - Page 8

Women's (cont.)

Year End. 12-31	Avr. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
GOOD HOUSEKEEPING																	
1986	5181.6	99.3	66.8	2962.5	57.1	0.1	1.95	15.97	31.8	12	.0	5000.0	0	63775	12.31	80025	15.44
1985	5180.1	99.3	65.5	2921.8	63.0	0.2	1.95	15.97	31.8	12	.0	5000.0	0	59325	11.45	74440	14.37
1984	5240.5	99.3	65.0	2902.9	67.7	0.0	1.95	14.97	36.0	12	.0	5000.0	0	55185	10.53	69245	13.21
1983	5407.0	99.3	63.5	2906.3	77.0	0.3	1.95	14.97	36.0	12	.0	5000.0	0	50860	9.41	63820	11.80
1982	5421.2	99.3	64.4	2990.2	64.1	0.4	1.50	12.97	27.9	12	.0	5000.0	N.A.	46235	8.53	58020	10.70
LADIES HOME JOURNAL																	
1986	5070.7	99.2	80.7	4268.1	10.4	0.0	1.50	19.95	10.8–	12	.0	5000.0	1	49800	9.82	61300	12.09
1985	5137.6	99.2	80.8	5520.0	7.7	0.8	1.50	20.00	11.1–	12	.0	5000.0	0	47000	9.15	57800	11.25
1984	5089.4	99.3	80.4	4720.1	9.7	17.0	1.50	20.00	11.1–	12	.0	5000.0	0	43900	8.63	54000	10.61
1983	5226.6	99.4	81.9	3220.6	11.7	22.3	1.50	17.97	0.2	12	.0	5000.0	0	41000	7.84	50400	9.64
1982	5170.0	99.4	83.8	3948.7	21.5	0.9	1.50	17.97	0.2	12	46.5	5000.0	N.A.	39000	7.54	48000	9.28
McCALL'S#																	
1986	5230.9	99.4	87.3	4742.3	39.8	0.1	1.50	11.95	33.6	12	70.4	5000.0	0	49400	9.44	60800	11.62
1985	6272.4	99.4	88.9	9267.0	95.9	0.1	1.50	11.95	33.6	12	461.1	6200.0	1	57800	9.21	71100	11.34
1984	6267.7	99.4	87.9	7875.9	90.9	0.1	1.50	9.95	44.7	12	.0	6200.0	1	52560	8.39	64620	10.31
1983	6317.8	99.5	88.1	5913.6	86.3	0.4	1.50	9.95	44.7	12	.0	6200.0	0	48670	7.70	59830	9.47
1982	6234.6	99.5	88.6	6260.2	7.1	1.0	1.50	11.95	33.6	12	189.5	6200.0	N.A.	48670	7.81	59830	9.60
MS																	
1986	482.3	99.2	92.0	431.6	10.8	25.0	2.25	16.00	40.7	12	14.7	450.0	0	8600	17.83	11560	23.97
1985	458.5	99.1	90.3	368.3	11.3	37.9	1.95	16.00	31.6	12	1.3	450.0	0	8600	18.75	11560	25.21
1984	469.6	99.1	89.9	284.1	12.0	11.3	1.75	14.00	33.3	12	2.2	450.0	0	7960	16.95	10700	22.79
1983	484.7	99.1	91.5	419.1	9.5	11.9	1.50	14.00	22.2	12	.0	450.0	0	7300	15.06	9800	20.22
1982	494.9	99.1	88.8	541.8	6.6	0.0	1.50	12.00	27.3	11	28.8	450.0	N.A.	7300	14.75	9800	19.80
NEW WOMAN																	
1986	1193.7	99.0	50.2	696.3	21.3	0.0	1.95	15.00	35.9	12	.0	1150.0	4	12610	10.56	16820	14.09
1985	1156.3	99.0	46.4	750.6	24.4	0.0	1.95	15.00	35.9	12	6.7	1150.0	1	10350	8.95	13800	11.93
1984	1012.2	99.0	38.0	474.8	79.0	0.0	1.75	15.00	28.6	12	84.0	1000.0	3	9405	9.29	12540	12.39
1983	1021.3	98.9	37.7	413.3	76.0	0.0	1.75	15.00	28.6	12	89.1	1000.0	2	8550	8.37	11400	11.16
1982	1081.8	99.0	33.9	364.1	86.8	0.0	1.75	15.00	22.1	11	88.3	1300.0	N.A.	11110	10.27	14812	13.69
PARENTS																	
1986	1725.2	99.1	93.6	2048.2	4.0	2.0	1.95	18.00	23.1	12	.0	1675.0	0	29870	17.31	38235	22.16
1985	1718.1	99.1	94.3	2089.4	4.7	1.1	1.95	18.00	23.1	12	.0	1675.0	0	27490	16.00	35190	20.48
1984	1687.1	99.2	94.6	1908.7	5.2	0.7	1.95	18.00	23.1	12	.0	1675.0	1	25740	15.26	32950	19.53
1983	1693.9	99.2	93.9	2059.3	8.4	1.0	1.50	14.00	22.2	12	.0	1675.0	0	24750	14.61	31680	18.70
1982	1640.8	99.4	94.2	1782.5	8.6	2.7	1.50	12.00	33.3	12	.0	1650.0	N.A.	22240	13.55	28475	17.35

#See Special Notes - Page 8

Year End. 12-31	Ave. Paid Circ.	% Circ. In 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
																	Women's (cont.)
REDBOOK																	
1986	3950.5	99.4	81.8	2588.1	6.4	0.4	1.50	11.97	33.5	12	.0	3800.0	0	41785	10.58	55255	13.99
1985	4149.4	99.4	82.3	2819.4	10.1	1.0	1.50	11.97	33.5	12	.0	3800.0	0	38870	9.37	51400	12.39
1984	3974.5	99.4	83.4	3267.6	9.6	1.0	1.50	11.97	33.5	12	.0	3800.0	0	35494	8.93	46940	11.81
1983	3951.0	99.5	84.2	2262.2	19.5	2.0	1.50	11.97	33.5	12	.0	3800.0	0	32270	8.17	42675	10.80
1982	4078.5	99.5	83.4	2708.9	12.5	1.5	1.50	11.97	33.5	12	271.2	3800.0	N.A.	32270	7.91	42675	10.46
SELF#																	
1986	1070.5	99.2	43.9	466.2	85.3	0.2	1.95	15.00	35.9	12	18.5	1000.0	2	16540	15.45	24700	23.07
1985	1105.9	99.2	46.2	477.5	83.1	0.3	1.95	15.00	35.9	12	.0	1000.0	1	15040	13.60	22450	20.30
1984	1077.9	99.2	49.3	546.9	87.2	0.1	1.95	12.00	48.7	12	5.8	1000.0	2	13925	12.92	23725	22.01
1983	1088.1	99.1	46.8	640.0	85.3	3.0	1.75	12.00	42.9	12	.0	950.0	0	12000	11.03	17900	16.45
1982	1018.9	99.2	50.1	446.6	81.2	0.0	1.75	12.00	42.9	12	.0	900.0	N.A.	10400	10.21	15500	15.21
SEVENTEEN#																	
1986	1828.5	99.3	72.6	1537.2	73.2	0.0	1.50	13.95	22.5	12	.0	1625.0	0	19450	10.64	28175	15.41
1985	1744.1	99.3	70.4	1521.1	77.0	0.0	1.50	13.95	22.5	12	.0	1600.0	0	17925	10.28	25975	14.89
1984	1719.9	99.3	70.5	1427.6	73.3	0.0	1.50	13.95	22.5	12	.0	1550.0	0	16375	9.52	23725	13.79
1983	1606.2	99.3	66.5	1360.5	88.4	0.0	1.50	11.95	33.6	12	11.8	1500.0	0	14450	9.00	20900	13.01
1982	1497.6	99.4	59.7	1074.8	85.6	0.1	1.25	11.95	20.3	12	100.7	1500.0	N.A.	13325	8.90	19250	12.85
SHAPE																	
1986	587.6	98.4	28.1	185.8	53.5	14.3	2.00	20.00	16.7	12	.0	N.C.	0	8300	14.13	11200	19.06
1985	533.0	98.5	24.9	170.9	87.3	15.0	1.95	20.00	14.5	12	.0	N.C.	0	6690	12.55	9075	17.03
1984	489.9	98.5	24.8	173.8	77.3	12.7	1.95	20.00	14.5	12	.0	N.C.	0	5535	11.30	7475	15.26
1983	401.7	98.4	32.9	271.1	93.2	2.2	1.95	20.00	14.5	12	.0	N.C.	0	4672	11.63	6307	15.70
1982	216.0	98.4	16.7	66.3	91.9	0.0	1.95	20.00	14.5	12	.0	N.C.	N.A.	4672	21.63	6307	29.20
SOAP OPERA DIGEST#																	
1986	810.6	99.3	36.0	373.8	21.5	0.0	1.50	56.75	45.5–	26	.0	725.0	1	8480	10.46	9890	12.20
1985	767.6	99.3	42.6	289.8	30.9	0.0	1.50	56.75	40.1–	27	.0	675.0	0	8185	10.66	9550	12.44
1984	820.6	99.3	47.0	384.4	35.7	0.0	1.25	26.00	20.0	26	.0	675.0	0	7440	9.07	8680	10.58
1983	710.1	99.4	51.4	499.5	18.6	0.0	1.25	24.70	24.0	26	.0	650.0	0	6230	8.77	7270	10.24
1982	624.2	99.3	48.1	447.2	20.6	0.0	0.95	21.00	15.0	26	.0	650.0	N.A.	5255	8.42	6130	9.82
'TEEN																	
1986	1152.9	99.2	72.9	1042.5	33.7	3.7	1.50	12.95	28.1	12	.0	1000.0	0	10700	9.28	16050	13.92
1985	1039.4	99.2	71.8	935.4	32.5	7.7	1.75	12.95	38.3	12	37.8	1000.0	4	10000	9.62	15000	14.43
1984	1002.0	99.2	72.4	747.5	49.6	10.6	1.50	11.95	33.6	12	28.5	1000.0	6	9500	9.48	14250	14.22
1983	1014.6	99.2	68.2	777.9	37.9	10.4	1.50	11.95	33.6	12	.0	1000.0	3	8970	8.84	13455	13.26
1982	1051.9	99.3	69.5	680.1	58.7	0.0	1.25	11.95	20.3	12	.0	1000.0	N.A.	8200	7.80	12750	12.12

#See Special Notes - Page 8

Year End. 12-31	Ave. Paid Circ.	% Circ. In 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
Women's (cont.)																	
TRUE STORY#																	
1986	1424.7	99.2	80.6	1170.5	2.3	0.0	1.25	14.95	0.3	12	.0	1450.0	5	14875	10.44	19360	13.59
1985	1518.7	99.3	80.8	1152.4	2.2	0.0	1.25	14.95	0.3	12	.0	1540.0	7	15800	10.40	20560	13.54
1984	1513.2	99.3	81.0	1251.6	2.4	0.0	1.25	14.95	0.3	12	.0	1540.0	5	14630	9.67	19035	12.58
1983	1561.8	99.4	79.5	1463.8	3.1	0.0	1.25	12.95	13.7	12	.0	1475.0	0	12965	8.30	16880	10.81
1982	1561.6	99.4	78.0	1256.7	4.1	0.0	1.00	11.95	0.4	12	.0	1475.0	N.A.	12345	7.91	16075	10.29
W																	
1986	219.4	99.2	87.1	260.4	40.7	0.1	2.50	30.00	53.8	26	17.3	225.0	7	12990	59.21	16990	77.44
1985	212.6	99.3	87.8	203.5	66.0	0.0	2.50	30.00	53.8	26	.0	200.0	1	12230	57.53	15900	74.79
1984	209.2	99.4	89.1	221.4	78.9	0.0	2.00	26.00	50.0	26	.0	200.0	0	11120	53.15	14200	67.88
1983	210.4	99.3	90.3	224.0	63.5	0.0	2.00	26.00	50.0	26	.0	200.0	0	9500	45.15	12140	57.70
1982	193.0	99.4	90.6	212.6	71.4	0.0	2.00	26.00	51.9	27	.0	175.0	N.A.	8260	42.80	10560	54.72
WOMAN'S DAY#																	
1986	5691.1	99.3	1.2	79.9	100.0	0.0	0.99	15.13	10.1	17	.0	7000.0	13	69410	12.20	83120	14.61
1985	6367.4	99.3	1.0	57.2	99.6	0.0	0.89	15.13	6.3–	16	.0	7500.0	11	62520	9.82	74850	11.76
1984	6676.7	99.4	1.0	54.6	98.2	0.0	0.89	13.35	0.0	15	.0	7200.0	13	62520	9.36	74850	11.21
1983	6989.9	99.4	0.7	46.9	100.0	0.0	0.79	11.85	0.0	15	.0	7200.0	3	56450	8.08	67600	9.67
1982	6967.7	99.5	0.7	27.9	100.0	0.0	0.79	10.35	12.7	15	.0	7400.0	N.A.	49370	7.09	59090	8.48
WORKBASKET																	
1986	1763.4	99.7	98.5	1410.3	18.9	0.0	1.00	6.00	40.0	10	.0	1700.0	0	7975	4.52	10850	6.15
1985	1749.0	99.7	98.3	1502.6	32.6	0.0	1.00	6.00	40.0	10	.0	1700.0	0	7185	4.11	9780	5.59
1984	1784.1	99.6	98.4	1343.1	42.8	0.0	1.00	6.00	40.0	10	.0	1650.0	0	6250	3.50	8500	4.76
1983	1833.7	99.6	98.0	1268.1	52.6	0.0	1.00	6.00	40.0	10	.0	1650.0	0	6250	3.41	8500	4.64
1982	1737.4	99.7	97.5	1647.3	59.9	0.0	0.75	4.00	46.7	10	.0	1550.0	N.A.	5760	3.32	7655	4.41
WORKING MOTHER																	
1986	559.8	98.7	97.2	907.5	7.7	0.3	1.95	11.95	48.9	12	12.9	550.0	1	12070	21.56	15990	28.56
1985	550.2	99.1	97.5	2255.4	95.9	2.0	1.95	11.95	48.9	12	.0	550.0	0	11385	20.69	15080	27.41
1984	518.0	99.3	96.8	1726.9	97.6	0.2	1.95	11.95	48.9	12	.0	500.0	0	9480	18.30	12580	24.29
1983	450.4	99.5	94.8	1934.6	98.9	0.2	1.95	9.95	57.5	12	13.6	500.0	N.A.	8850	19.65	11750	26.09
1982	388.4	99.0	90.9	729.3	98.7	0.1	1.95	9.95	57.5	12	41.5	400.0	N.A.	6420	16.53	8540	21.99
WORKING WOMAN#																	
1986	763.2	99.3	95.6	580.5	21.0	15.9	2.50	18.00	40.0	12	70.2	770.0	0	17500	22.93	24000	31.45
1985	715.7	99.3	96.5	513.7	32.0	20.6	2.50	18.00	40.0	12	15.0	700.0	0	13950	19.49	19150	26.76
1984	677.5	99.4	96.4	513.8	28.4	14.3	2.50	18.00	40.0	12	10.4	700.0	0	12900	19.04	17700	26.13
1983	585.6	99.5	95.6	488.8	44.2	14.4	2.00	16.00	33.3	12	8.1	575.0	0	9500	16.22	13100	22.37
1982	522.5	99.4	95.2	341.5	50.7	11.5	2.00	16.00	33.3	12	45.4	500.0	N.A.	8275	15.84	11425	21.87

#See Special Notes - Page 8

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
Women's/Men's Fashions, Beauty & Grooming																	
ELLE*#																	
1986	536.3	99.2	37.8	342.4	3.1	25.8	2.50	24.00	20.00	12	.0	400.0	0	8805	16.42	13205	24.62
1985																	
1984																	
1983																	
1982																	
GLAMOUR#																	
1986	2306.9	99.2	31.0	682.6	60.0	0.0	1.95	15.00	35.9	12	.0	2000.0	0	27600	11.96	38900	16.86
1985	2284.1	99.3	33.0	708.2	58.9	0.0	1.95	15.00	35.9	12	.0	2000.0	0	25100	10.99	35400	15.50
1984	2273.4	99.3	34.7	745.2	63.1	0.0	1.95	15.00	35.9	12	.0	2000.0	1	23250	10.23	32800	14.43
1983	2224.3	99.3	36.6	797.5	64.1	0.0	1.75	12.00	42.9	12	.0	1900.0	0	20100	9.04	28370	12.75
1982	2065.2	99.3	37.3	786.5	59.8	0.0	1.75	12.00	42.9	12	.0	1800.0	N.A.	17250	8.35	24340	11.79
HARPER'S BAZAAR																	
1986	726.6	99.0	41.4	270.6	37.3	0.0	2.00	16.97	29.3	12	.0	700.0	1	16160	22.24	23365	32.16
1985	754.7	99.0	40.8	322.6	37.7	0.0	2.00	16.97	29.3	12	.0	700.0	0	15030	19.92	21735	28.80
1984	734.8	99.0	40.0	298.0	34.8	0.0	2.00	16.97	29.3	12	.0	675.0	0	13675	18.61	17210	23.42
1983	710.2	99.0	40.4	268.6	36.2	0.0	2.00	16.97	29.3	12	.0	650.0	0	12430	17.50	17980	25.32
1982	680.6	98.9	36.6	259.4	36.3	0.0	2.00	14.97	37.6	12	.0	650.0	N.A.	11200	16.46	16200	23.80
MADEMOISELLE#																	
1986	1251.0	99.1	26.9	323.6	64.8	1.1	1.95	15.00	35.9	12	.0	1100.0	1	17600	14.07	25600	20.46
1985	1215.4	99.2	28.5	338.7	67.5	0.5	1.95	15.00	35.9	12	.0	1100.0	3	16000	13.16	23300	19.17
1984	1187.1	99.2	28.4	360.8	69.1	0.0	1.95	12.00	48.7	12	2.0	1100.0	2	14810	12.48	21570	18.17
1983	1188.9	99.2	29.5	349.3	66.2	0.0	1.75	12.00	42.9	12	.0	1000.0	1	12850	10.81	18720	15.75
1982	1228.6	99.3	33.1	393.0	65.6	0.0	1.75	12.00	42.9	12	.0	1000.0	N.A.	11130	9.06	16280	13.25
VOGUE																	
1986	1236.3	99.1	35.7	483.6	80.5	0.0	3.00	24.00	33.3	12	.0	1000.0	0	19100	15.45	27500	22.24
1985	1187.7	99.1	36.4	464.0	81.0	0.0	3.00	24.00	33.3	12	.0	1000.0	0	17400	14.65	25000	21.05
1984	1164.0	99.0	36.3	459.0	83.3	0.0	3.00	24.00	33.3	12	.0	950.0	0	15400	13.23	22000	18.90
1983	1114.3	99.0	38.5	439.0	81.8	0.0	3.00	24.00	33.3	12	.0	950.0	0	14000	12.56	20000	17.95
1982	1215.2	99.1	39.8	438.1	78.6	0.0	3.00	24.00	33.3	12	.0	950.0	N.A.	12500	10.29	18000	14.81
Youth																	
BOYS' LIFE																	
1986	1334.2	99.3	100.0	1823.7	10.1	0.0	1.50	13.20	26.7	12	.0	1300.0	6	11860	8.89	16560	12.41
1985	1431.1	99.3	100.0	1617.7	5.5	0.0	1.50	13.20	26.7	12	243.0	1475.0	6	11860	8.29	16560	11.57
1984	1463.0	99.3	100.0	1644.1	8.7	0.0	1.00	10.80	10.0	12	189.3	1475.0	6	11130	7.61	15540	10.62
1983	1474.7	99.3	100.0	1740.2	7.8	0.0	1.00	10.80	10.0	12	47.5	1475.0	2	10450	7.09	14590	9.89
1982	1498.2	99.3	100.0	1798.6	7.4	0.0	1.00	10.80	10.0	12	.0	1475.0	N.A.	9850	6.57	13760	9.18

* See Special Notes - Page 7
#See Special Notes - Page 8

U.S. FIVE YEAR TREND INDICES BY CLASSIFICATION

Automotive

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1986	108.3	113.3	99.5	119.2
1985	111.4	116.1	103.1	113.2
1984	109.8	114.2	101.9	118.6
1983	105.2	106.2	103.5	123.2
1982	100.0	100.0	100.0	100.0

Boating & Yachting

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1986	123.8	125.8	116.3	180.0
1985	117.3	117.8	115.3	158.7
1984	116.3	116.9	113.8	153.0
1983	101.1	101.2	101.0	124.0
1982	100.0	100.0	100.0	100.0

Brides, Bridal

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1986	100.5	132.2	97.0	149.9
1985	100.1	111.4	98.8	129.9
1984	99.5	109.2	98.4	118.2
1983	98.2	103.9	97.6	109.9
1982	100.0	100.0	100.0	100.0

Business & Finance

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1986	120.5	120.3	125.3	145.0
1985	120.6	120.3	127.0	146.4
1984	115.9	114.9	138.0	144.0
1983	107.3	105.4	144.8	114.6
1982	100.0	100.0	100.0	100.0

Campers, RV, Mobile Homes & Trailers

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1986	97.4	97.4	97.5	126.1
1985	96.0	96.3	91.4	118.2
1984	95.4	95.6	92.4	117.9
1983	101.0	101.5	92.9	108.8
1982	100.0	100.0	100.0	100.0

Computers

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1986	0.0	0.0	0.0	0.0
1985	0.0	0.0	0.0	0.0
1984	0.0	0.0	0.0	0.0
1983	0.0	0.0	0.0	0.0
1982	0.0	0.0	0.0	0.0

Crafts, Games, Hobbies & Models

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1986	124.5	132.2	102.7	136.7
1985	127.9	138.2	98.9	133.0
1984	128.2	135.3	108.4	151.8
1983	113.3	118.4	98.8	141.7
1982	100.0	100.0	100.0	100.0

Epicurean

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1986	125.3	134.1	83.0	141.5
1985	129.5	138.0	88.4	125.2
1984	112.8	118.2	87.0	124.1
1983	107.3	110.6	91.2	106.8
1982	100.0	100.0	100.0	100.0

Fishing & Hunting

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1986	106.0	109.2	75.2	108.8
1985	108.1	110.8	81.9	110.8
1984	107.1	109.3	86.3	106.6
1983	104.6	105.7	94.0	101.5
1982	100.0	100.0	100.0	100.0

Fraternal, Clubs & Associations

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1986	101.1	101.1	0.0	145.2
1985	99.2	99.2	0.0	144.1
1984	98.3	98.3	0.0	101.0
1983	98.6	98.6	0.0	103.1
1982	100.0	100.0	0.0	100.0

Gardening

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1986	96.1	96.4	75.9	103.7
1985	99.0	99.3	77.1	100.8
1984	104.4	104.7	85.3	119.6
1983	102.9	103.2	81.2	105.0
1982	100.0	100.0	100.0	100.0

General Editorial

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1986	101.3	102.3	95.3	106.9
1985	101.4	102.8	93.2	108.9
1984	100.1	101.4	92.2	107.0
1983	100.7	100.9	99.7	102.3
1982	100.0	100.0	100.0	100.0

See Page 10 for Listing of Publications by Classification

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
Health				
1986	123.9	122.5	157.9	136.5
1985	126.6	125.2	161.3	121.9
1984	123.9	123.5	133.9	134.8
1983	109.0	107.9	137.0	127.6
1982	100.0	100.0	100.0	100.0
Home Service & Home				
1986	112.4	113.2	106.4	116.9
1985	111.6	112.3	106.4	113.8
1984	108.5	108.2	111.0	112.1
1983	102.5	104.3	88.4	104.9
1982	100.0	100.0	100.0	100.0
Mechanics & Science				
1986	92.5	96.5	72.2	95.8
1985	96.4	100.5	75.2	97.3
1984	99.6	103.0	82.3	107.4
1983	100.3	102.1	91.0	104.1
1982	100.0	100.0	100.0	100.0
Men's				
1986	77.8	106.1	62.5	102.6
1985	89.0	106.8	79.3	116.3
1984	93.8	102.3	89.1	107.2
1983	92.5	97.9	89.5	92.6
1982	100.0	100.0	100.0	100.0
Metropolitan/Regional/State				
1986	110.7	115.2	91.3	125.7
1985	107.0	109.2	97.8	111.0
1984	104.5	105.4	100.9	101.0
1983	101.8	102.6	98.7	93.7
1982	100.0	100.0	100.0	100.0
Motorcycle				
1986	83.6	90.0	70.4	74.3
1985	89.8	98.5	72.1	91.3
1984	95.1	102.2	80.6	109.5
1983	100.1	107.1	85.7	109.7
1982	100.0	100.0	100.0	100.0

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
Music				
1986	125.4	134.1	100.5	115.8
1985	121.7	127.1	106.3	127.4
1984	106.1	108.4	99.7	126.1
1983	100.8	101.6	98.6	102.5
1982	100.0	100.0	100.0	100.0
News-Weeklies				
1986	103.7	111.7	89.7	121.0
1985	102.8	110.3	89.7	121.0
1984	102.5	108.6	91.8	118.9
1983	101.6	104.9	95.8	111.0
1982	100.0	100.0	100.0	100.0
News-Biweeklies, Semi-Monthlies				
1986	92.9	225.5	46.8	144.4
1985	87.0	195.3	49.4	124.0
1984	92.8	170.8	65.6	94.5
1983	100.5	186.7	70.6	105.1
1982	100.0	100.0	100.0	100.0
Photography				
1986	104.6	111.8	72.8	94.5
1985	112.7	119.0	84.7	97.3
1984	112.8	117.3	92.8	118.2
1983	105.3	106.2	101.0	110.8
1982	100.0	100.0	100.0	100.0
Science				
1986	129.1	161.0	72.5	130.0
1985	121.6	148.9	73.0	134.1
1984	122.4	140.9	89.5	115.9
1983	106.6	116.7	88.7	100.5
1982	100.0	100.0	100.0	100.0
Senior Citizens				
1986	171.1	226.3	3.4	263.1
1985	146.1	193.8	1.1	212.8
1984	124.1	164.6	1.0	180.2
1983	109.4	145.0	0.7	137.9
1982	100.0	100.0	100.0	100.0

See Page 10 for Listing of Publications by Classification

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
Sports				
1986	115.9	114.9	120.0	121.5
1985	112.7	112.8	112.0	117.8
1984	112.7	112.3	114.5	111.2
1983	110.1	107.2	121.8	104.8
1982	100.0	100.0	100.0	100.0
Travel				
1986	140.2	140.1	247.4	150.3
1985	137.8	137.8	173.7	138.9
1984	131.9	131.8	182.5	160.2
1983	102.6	102.4	224.6	104.9
1982	100.0	100.0	100.0	100.0
Video				
1986	242.7	329.8	123.6	283.4
1985	223.8	289.4	134.2	193.5
1984	194.6	238.5	134.5	188.6
1983	164.1	194.9	121.9	181.2
1982	100.0	100.0	100.0	100.0

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
Women's				
1986	97.7	104.0	91.0	106.3
1985	100.3	105.8	94.3	129.9
1984	100.3	103.4	97.1	118.5
1983	101.7	102.6	100.8	103.2
1982	100.0	100.0	100.0	100.0
Women's/Men's Fashions, Beauty & Grooming				
1986	116.7	104.5	123.8	112.0
1985	104.9	96.4	109.8	97.7
1984	103.3	96.5	107.2	99.3
1983	100.9	98.5	102.4	98.8
1982	100.0	100.0	100.0	100.0
Youth				
1986	89.1	89.1	0.0	101.4
1985	95.5	95.5	0.0	89.9
1984	97.7	97.7	0.0	91.4
1983	98.4	98.4	0.0	96.8
1982	100.0	100.0	100.0	100.0

See Page 10 for Listing of Publications by Classification

CANADIAN MAGAZINES

CANADIAN PUBLICATION SECTION:

Alphabetical Listing of Publications 42
Publications by Classification 43

English Section-

Individual Publication Data 44-48

Five Year Trend Indices for Magazines by Classification..... 49

French Section-

Individual Publication Data 50-53

Five Year Trend Indices for Magazines by Classification..... 54

ALPHABETICAL LISTING OF CANADIAN PUBLICATIONS

Publication	Section
L'Actualite	French
*Almanach du Peuple	French
*Atlantic Insight	English
B.C. Outdoors	English
*Canadian Business	English
Canadian Living	English
Canadian Workshop	English
Canadian Yachting	English
Chatelaine	English
Chatelaine (French Edition)	French
*City & Country Home	English
Clin D'Oeil	French
*Coup de Peigne	French
*Coup de Pouce	French
*Coup de Pouce Extra	French
Croc	French
Decoration Chez-Soi	French
*Equinox - The Magazine of Canadian Discovery	English
Filles D'Aujourd'Hui	French
*Financial Post, The	English
*Financial Times of Canada	English
Flare	English
Harrowsmith Magazine	English
Hockey News	English
*Les Idees de Ma Maison	French
Legion Magazine	English
Le Lundi	French
*M	French
Maclean's - Canada's Weekly Newsmagazine	English
Newfoundland Herald, The	English
Ontario Out of Doors	English
Orah	English
*Outdoor Canada	English
Pacific Yachting	English
*Photo Life	English
Quebec Science	French
*Quebec Yachting Voile & Moteur	French
Reader's Digest, The	English
Renovation Bricolage	French
Saturday Night	English
Selection Du Reader's Digest	French
Sentier Chasse-Peche	French
Sound & Vision	English
*Le Temps de Vivre	French
Time - The Weekly Newsmagazine - In Canada	English
Toronto Life	English
TV Guide	English
TV Hebdo	French
TV Plus	French
Western Sportsman	English
*Wow!	French
*Your Money	English

*See Special Notes - Pages 7 & 8

CANADIAN PUBLICATIONS BY CLASSIFICATION

Almanacs & Directories
French
*Almanach du Peuple

Boating & Yachting
English
Canadian Yachting
Pacific Yachting
French
*Quebec Yachting Voile & Moteur

Business & Finance
English
*Canadian Business
*Financial Post, The
*Financial Times of Canada
*Your Money

City Magazines
English
Toronto Life

Fishing & Hunting
English
B. C. Outdoors
Ontario Out of Doors
*Outdoor Canada
French
Sentier Chasse-Peche

Food & Beverage
French
*Coup de Pouce Extra

General Interest
English
*Atlantic Insight
*Equinox - The Magazine of Canadian Discovery

General Interest (cont.)
English (cont.)
Harrowsmith Magazine
Legion Magazine
Reader's Digest, The
Saturday Night
French
L'Actualite
Croc
Selection du Reader's Digest

Homes
English
Canadian Workshop
*City & Country Home
French
Decoration Chez-Soi
*Les Idees de Ma Maison
Renovation Bricolage

Music
French
*Wow!

News
English
MacLean's - Canada's Weekly Newsmagazine
Time - The Weekly Newsmagazine - In Canada

Photography
English
*Photo Life

Science & Technology
French
Quebec Science

Senior Citizens
French
Le Temps de Vivre

Sports & Recreation
English
Hockey News
Western Sportsman

TV & Radio
English
Newfoundland Herald, The
Sound & Vision
TV Guide
French
TV Hebdo
TV Plus

Women's
English
Canadian Living
Chatelaine
Flare
Orah
French
Chatelaine
Clin D'Oeil
*Coup de Peigne
*Coup de Pouce
Filles D'Aujourd'Hui
Le Lundi
*M

Year End. 12-31	Ave. Paid Circ.	% Circ. In 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
Boating & Yachting																	
ENGLISH																	
CANADIAN YACHTING																	
1986	24.0	0.0	85.8	14.9	39.6	37.6	2.50	20.00	33.3	12	3.0	N.C.	0	1880	78.33	2525	105.21
1985	24.0	0.0	89.3	16.1	55.9	41.5	2.50	20.00	33.3	12	2.4	N.C.	0	1700	70.83	2315	96.46
1984	24.0	0.0	86.9	15.5	43.2	23.7	2.50	20.00	33.3	12	2.0	N.C.	0	1700	70.83	2315	96.46
1983	22.2	0.0	84.9	17.6	33.6	11.6	2.00	18.00	25.0	12	1.7	N.C.	0	1580	71.17	2150	96.85
1982	20.5	0.0	82.2	12.9	7.0	12.7	2.00	18.00	25.0	12	1.6	N.C.	0	1450	70.73	2020	98.54
PACIFIC YACHTING																	
1986	16.7	0.0	68.0	9.3	82.0	29.3	2.75	24.00	27.3	12	.5	N.C.	0	1575	94.31	2190	131.14
1985	16.4	0.0	66.2	8.5	60.0	21.2	2.75	24.00	27.3	12	.5	N.C.	0	1425	86.89	2010	122.56
1984	18.2	0.0	65.1	9.6	82.4	2.2	2.75	23.00	30.3	12	.6	N.C.	0	1425	78.30	2010	110.44
1983	18.0	0.0	60.9	8.3	55.0	1.8	2.50	20.00	33.3	12	.4	N.C.	0	1357	75.39	1927	107.06
1982	18.8	0.0	61.8	9.8	91.6	1.1	2.25	18.00	33.3	12	.6	N.C.	0	1268	67.45	1872	99.57
Business & Finance																	
CANADIAN BUSINESS*																	
1986	94.9	0.0	90.6	78.0	42.8	31.6	3.00	28.00	22.2	12	10.6	N.C.	0	5645	59.48	7280	76.71
1985	95.8	0.0	90.2	54.2	43.2	7.6	2.50	24.00	20.0	12	9.8	N.C.	0	5275	55.06	6800	70.98
1984	94.8	0.0	92.3	64.2	47.3	3.5	2.50	24.00	20.0	12	10.7	N.C.	0	4500	47.47	5800	61.18
1983																	
1982																	
FINANCIAL POST, THE*																	
1986	186.1	0.0	94.9	139.4	73.9	35.1	1.00	34.95	34.1	53	26.6	N.C.	0	4755	25.55	7405	39.79
1985	180.1	0.0	95.7	126.0	73.0	25.7	1.00	34.95	32.8	52	27.7	N.C.	0	4485	24.90	6985	38.78
1984	190.6	0.0	96.6	139.3	87.2	45.7	1.00	30.95	40.5	52	35.1	N.C.	0	4170	21.88	6370	33.42
1983	195.2	0.0	96.5	134.1	88.2	38.9	1.00	29.50	44.3	53	26.3	N.C.	0	3860	19.77	5860	30.02
1982																	
FINANCIAL TIMES OF CANADA*																	
1986	104.4	0.0	97.5	79.7	97.6	41.7	1.00	28.00	47.2	53	16.9	N.C.	0	3100	29.69	4680	44.83
1985	104.8	0.0	98.2	85.3	97.5	41.1	1.00	26.00	50.0	52	15.8	N.C.	0	2900	27.67	4375	41.75
1984	102.7	0.0	98.4	79.6	96.7	44.1	1.00	22.00	58.5	53	14.7	N.C.	0	2660	25.90	3960	38.56
1983	103.6	0.0	98.4	33.5	95.2	37.2	1.00	17.00	67.3	52	3.9	N.C.	0	2335	22.54	3555	34.31
1982																	
YOUR MONEY*																	
1986	106.4	0.0	84.4	107.3	23.1	0.4	2.75	23.00	4.5–	8	13.1	100.0	0	5055	47.51	6455	60.67
1985																	
1984																	
1983																	
1982																	

See Special Notes - Pages 7 & 8

Year End. 12-31	Ave. Paid Circ.	% Circ. In 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
City Magazines																	
TORONTO LIFE																	
1986	97.3	0.0	82.9	69.4	59.4	39.9	2.50	22.00	51.1	18	13.7	N.C.	0	4322	44.42	5778	59.38
1985	95.8	0.0	84.5	70.0	65.5	29.8	2.50	20.00	55.6	18	6.4	N.C.	0	4322	45.11	5778	60.31
1984	93.4	0.0	83.9	59.4	78.0	41.7	2.50	20.00	55.6	18	3.1	N.C.	0	4020	43.04	5375	57.55
1983	91.1	0.0	84.7	59.2	83.7	28.5	2.00	16.00	55.6	18	.0	N.C.	0	3790	41.60	5070	55.65
1982	84.9	0.0	82.1	67.3	56.6	13.4	2.00	16.00	52.9	17	4.8	N.C.	0	3475	40.93	4650	54.77
Fishing & Hunting																	
B. C. OUTDOORS																	
1986	40.8	0.0	85.2	29.6	51.3	12.4	2.25	17.95	20.2	10	.9	N.C.	0	1690	41.42	2215	54.29
1985	32.5	0.0	81.8	20.8	73.4	44.1	2.25	15.95	29.1	10	1.3	N.C.	0	1556	47.88	2081	64.03
1984	32.6	0.0	81.0	18.6	69.0	76.5	2.25	15.95	29.1	10	1.4	N.C.	0	1496	45.89	2021	61.99
1983	29.1	0.0	77.6	25.2	49.8	82.1	1.75	12.95	26.0	10	1.4	N.C.	0	1411	48.49	1936	66.53
1982	24.6	0.0	77.0	12.8	66.7	0.0	1.50	8.95	33.7	9	1.2	N.C.	0	1223	49.72	1698	69.02
ONTARIO OUT OF DOORS																	
1986	58.5	0.0	85.3	35.2	61.9	35.1	2.00	19.95	0.3	10	6.5	N.C.	0	2540	43.42	3065	52.39
1985	52.4	0.0	83.0	31.0	59.2	30.9	2.00	19.95	0.3	10	.0	N.C.	0	2085	39.79	2585	49.33
1984	51.2	0.0	85.7	27.8	65.8	47.4	2.50	19.95	20.2	10	.0	N.C.	0	2085	40.72	2585	50.49
1983	51.5	0.0	85.7	29.6	54.2	45.4	2.50	17.95	28.2	10	.0	N.C.	0	1985	38.54	2485	48.25
1982	49.4	0.0	84.6	45.6	43.1	63.8	2.00	16.00	20.0	10	.0	N.C.	0	1890	38.26	2390	48.38
OUTDOOR CANADA*#																	
1986	146.4	0.0	92.1	79.4	23.5	11.9	2.50	14.00	30.0	8	19.8	143.0	1	5345	36.51	6320	43.17
1985	141.6	0.0	93.0	87.0	67.5	36.5	1.95	12.97	16.9	8	24.8	133.0	0	5345	37.75	5940	41.95
1984	131.6	0.0	93.2	83.2	76.6	30.7	1.75	11.77	15.9	8	21.2	113.0	0	3940	29.94	4665	35.45
1983	112.7	0.0	90.7	26.9	82.6	4.5	1.75	11.77	12.1–	6	6.6	95.0	0	4730	41.97	5600	49.69
1982																	
General Interest																	
ATLANTIC INSIGHT*																	
1986	37.7	0.0	91.9	27.6	3.0	1.0	1.95	22.00	6.0	12	7.7	N.C.	0	2735	72.55	3640	96.55
1985	42.2	0.0	93.7	30.3	0.3	1.6	1.95	22.00	6.0	12	10.7	N.C.	0	2610	61.85	3475	82.35
1984	52.6	0.0	92.3	31.9	0.2	41.7	1.95	22.00	6.0	12	6.1	N.C.	0	2610	49.62	3475	66.06
1983	48.3	0.0	89.9	45.9	3.0	46.1	1.95	22.00	6.0	12	1.5	N.C.	0	2510	51.97	3340	69.15
1982																	
EQUINOX - THE MAGAZINE OF CANADIAN DISCOVERY*																	
1986	164.5	0.0	92.1	125.0	29.7	13.3	3.50	21.00	0.0	6	11.4	160.0	1	5730	34.83	8010	48.69
1985	162.2	0.0	93.2	141.9	35.1	31.8	3.50	17.00	19.0	6	19.3	600.0	0	5560	34.28	7775	47.93
1984	146.3	0.0	92.1	135.7	48.1	4.0	3.50	17.00	19.0	6	7.2	145.0	2	5400	36.91	7550	51.61
1983	130.0	0.0	91.1	106.3	52.7	0.0	3.25	17.00	12.8	6	4.4	125.0	0	4980	38.31	6960	53.54
1982	116.2	0.0	88.2	168.0	56.2	0.0	2.95	17.00	4.0	6	2.0	75.0	0	4220	36.32	5900	50.77

* See Special Notes - Pages 7 & 8
#See Special Notes - Page 8

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
General Interest (cont.)																	
HARROWSMITH MAGAZINE																	
1986	155.1	0.0	87.8	138.2	30.3	3.6	3.00	15.00	16.7	6	18.9	150.0	0	4675	30.14	6320	40.75
1985	153.4	0.0	87.1	138.5	45.2	28.5	3.00	15.00	16.7	6	13.6	N.C.	0	4370	28.49	5910	38.53
1984	144.6	0.0	86.0	100.8	68.3	0.0	3.00	15.00	16.7	6	8.0	145.0	2	4125	28.53	5575	38.55
1983	140.7	0.0	83.9	114.3	61.3	3.8	3.00	15.00	16.7	6	13.5	N.C.	0	3700	26.30	5000	35.54
1982	149.7	0.0	82.4	117.6	62.1	7.8	2.50	13.50	10.0	6	.9	N.C.	0	3700	24.72	5000	33.40
LEGION MAGAZINE																	
1986	536.0	0.0	100.0	593.7	100.0	0.0	1.00	4.00	63.6	11	.0	N.C.	0	7755	14.47	9135	17.04
1985	546.6	0.0	100.0	598.7	100.0	0.0	1.00	4.00	66.7	12	.0	N.C.	0	7455	13.64	8785	16.07
1984	547.1	0.0	100.0	602.6	100.0	0.0	1.00	3.00	75.0	12	.0	N.C.	0	7100	12.98	8365	15.29
1983	532.1	0.0	100.0	593.0	100.0	0.0	1.00	3.00	72.7	11	.0	N.C.	0	4590	8.63	5400	10.15
1982	518.2	0.0	100.0	574.3	100.0	0.0	0.35	3.00	28.6	12	.0	N.C.	0	4590	8.86	5400	10.42
READER'S DIGEST																	
1986	1347.8	0.0	93.8	1201.4	49.1	32.4	1.95	20.46	12.6	12	50.1	N.C.	0	16525	12.26	21330	15.83
1985	1351.6	0.0	93.5	1310.2	46.9	35.4	1.69	18.96	6.5	12	91.0	N.C.	0	15740	11.65	20315	15.03
1984	1312.8	0.0	93.0	1216.3	38.5	25.2	1.69	16.57	18.3	12	62.3	N.C.	0	14850	11.31	19165	14.60
1983	1329.8	0.0	92.6	1299.0	31.1	4.0	1.50	15.46	14.1	12	43.3	N.C.	0	13750	10.34	17745	13.34
1982	1318.9	0.0	92.6	1333.0	11.5	11.3	1.50	14.46	19.7	12	97.0	N.C.	0	12935	9.81	16695	12.66
SATURDAY NIGHT																	
1986	132.1	0.0	95.0	83.3	42.1	1.8	2.75	28.00	15.2	12	6.0	N.C.	0	4825	36.53	6905	52.27
1985	136.3	0.0	95.7	61.7	37.3	0.3	2.75	28.00	15.2	12	3.8	N.C.	0	4640	34.04	6320	46.37
1984	138.6	0.0	94.9	59.8	45.3	1.8	3.25	33.00	15.4	12	3.6	N.C.	0	4060	29.29	4870	35.14
1983	136.3	0.0	95.0	64.7	44.0	0.0	2.50	24.00	20.0	12	12.9	N.C.	0	4060	29.79	5800	42.55
1982	131.3	0.0	94.6	56.5	41.1	0.0	2.00	21.00	12.5	12	12.0	N.C.	0	4060	30.92	5800	44.17
Homes																	
CANADIAN WORKSHOP																	
1986	80.4	0.0	95.6	76.2	23.5	22.8	2.25	21.95	18.7	12	3.1	N.C.	0	2995	37.25	3745	46.58
1985	80.9	0.0	94.7	109.3	63.6	34.4	2.25	21.00	22.2	12	1.9	N.C.	0	2800	34.61	3500	43.26
1984	65.1	0.0	90.8	99.8	51.3	38.5	2.25	21.00	22.2	12	10.9	N.C.	0	2360	36.25	2960	45.47
1983	64.2	0 0	88.0	27.5	40.0	38.8	2.25	21.00	22.2	12	.0	N.C.	0	2250	35.05	2725	42.45
1982	55.5	0.0	72.9	40.4	100.0	17.0	2.25	21.00	22.2	12	5.1	N.C.	0	2250	40.54	2725	49.10
CITY & COUNTRY HOME*																	
1986	81.9	0.0	90.9	71.3	41.5	63.2	3.00	20.00	16.7	8	8.0	N.C.	0	5280	64.47	6920	84.49
1985	83.6	0.0	89.8	73.7	39.2	74.4	3.00	20.00	16.7	8	5.6	N.C.	0	5030	60.17	6590	78.83
1984	95.6	0.0	90.3	73.1	0.4	1.0	3.00	24.00	0.0	8	20.9	N.C.	0	4790	50.10	6275	65.64
1983	102.9	0.0	85.1	27.2	16.2	0.0	2.50	10.00	0.0	4	1.2	N.C.	0	4560	44.31	5975	58.07
1982	89.6	0.0	83.3	78.6	0.2	0.0	2.00	8.00	0.0	4	.0	N.C.	0	4200	46.88	5550	61.94

*See Special Notes - Page 7

Year End. 12-31	Ave. Paid Circ.	% Circ. In 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
News																	
MACLEAN'S - CANADA'S WEEKLY NEWSMAGAZINE																	
1986	649.0	0.0	97.5	440.0	54.8	54.6	1.75	39.00	57.1	52	53.9	645.0	2	14725	22.69	19965	30.76
1985	649.0	0.0	97.2	440.7	51.1	48.8	1.75	39.00	57.1	52	40.9	645.0	5	14020	21.60	19010	29.29
1984	644.5	0.0	96.9	458.3	44.0	55.1	1.50	32.50	59.1	53	14.7	N.C.	0	13285	20.61	18015	27.95
1983	643.6	0.0	96.9	480.7	36.3	58.2	1.25	32.50	50.0	52	7.4	N.C.	0	12435	19.32	16865	26.20
1982	636.8	0.0	96.7	524.0	26.5	53.0	1.25	26.00	60.0	52	57.0	N.C.	0	11840	18.59	16060	25.22
TIME - THE WEEKLY NEWSMAGAZINE IN CANADA																	
1986	360.8	0.0	93.0	420.2	55.4	68.1	2.25	62.00	47.0	52	2.2	335.0	17	6900	19.12	10870	30.13
1985	337.9	0.0	92.2	386.2	63.1	58.2	2.25	62.00	48.0	53	6.8	335.0	0	5820	17.22	9165	27.12
1984	355.8	0.0	91.5	428.5	60.9	39.4	1.75	58.25	37.2	53	2.8	335.0	0	5820	16.36	9165	25.76
1983	333.1	0.0	88.7	352.5	72.1	42.5	1.75	48.75	46.4	52	6.7	320.0	0	5195	15.60	8180	24.56
1982	325.6	0.0	87.4	295.5	65.1	29.7	1.75	48.75	46.4	52	2.6	315.0	0	4725	14.51	7420	22.79
Photography																	
PHOTO LIFE*																	
1986	67.4	0.0	46.4	37.7	54.0	11.8	2.25	17.95	27.5	11	.0	N.C.	0	4855	72.03	6595	97.85
1985	66.8	0.0	93.5	36.4	30.9	30.9	2.00	17.95	25.2	12	2.5	N.C.	0	4325	64.75	5875	87.95
1984	69.0	0.0	94.0	56.6	36.2	28.8	2.00	17.95	25.2	12	3.1	N.C.	0	4325	62.68	5875	85.14
1983	66.3	0.0	92.2	50.3	22.6	5.0	1.75	14.95	28.8	12	.0	N.C.	0	4145	62.52	5715	86.20
1982	63.9	0.0	91.3	20.9	37.8	0.0	1.50	14.95	9.4	11	3.4	N.C.	0	4875	76.29	6725	105.24
Sports & Recreation																	
HOCKEY NEWS, THE																	
1986	106.2	0.0	74.9	71.6	77.6	4.3	1.50	24.95	59.4	41	.0	N.C.	0	1515	14.27	2115	19.92
1985	108.1	0.0	75.9	66.9	67.8	8.2	1.50	24.95	57.4	39	0	N.C.	0	1835	16.98	2435	22.53
1984	108.6	0.0	76.5	70.5	73.9	2.2	1.50	24.95	58.4	40	.0	N.C.	0	1815	16.71	2315	21.32
1983	109.3	0.0	72.9	75.1	97.5	3.6	1.50	22.95	59.7	38	4.2	N.C.	0	1696	15.52	2196	20.09
1982	106.0	0.0	68.8	54.6	100.0	8.5	1.25	18.95	59.0	37	5.0	N.C.	0	1696	16.00	2196	20.72
WESTERN SPORTSMAN																	
1986	43.0	0.0	61.7	16.6	93.9	0.0	2.50	11.95	20.3	6	.0	N.C.	0	1253	29.14	1753	40.77
1985	27.5	0.0	91.5	15.4	88.0	0.0	2.50	10 95	27.0	6	.0	N.C.	0	1150	41.82	1600	58.18
1984	26.4	0.0	92.7	9.9	88.8	0.0	2.50	10.95	9.5–	4	.0	N.C.	0	963	36.48	1413	53.52
1983	24.5	0.0	92.3	11.9	87.4	0.0	2.00	6.95	13.1	4	.0	N.C.	0	860	35.10	1335	54.49
1982	22.5	0.0	95.3	12.6	89.9	0.0	2.00	6.95	30.5	5	.0	N.C.	0	780	34.67	1205	53.56
TV & Radio																	
NEWFOUNDLAND HERALD, THE																	
1986	36.8	0.0	3.0	1.4	100.0	0.0	1.00	41.00	21.2	52	.0	N.C.	0	890	24.18	1328	36.09
1985	36.3	0.0	2.9	1.6	100.0	0.0	1.00	41.00	21.2	52	.0	N.C.	0	965	26.58	1680	46.28
1984	35.9	0.0	2.7	1.5	100.0	0.0	1.00	45.00	13.5	52	.0	N.C.	0	910	25.35	1585	44.15
1983	34.8	0.0	2.5	1.3	100.0	0.0	1.00	45.00	15.1	53	.0	N.C.	0	825	23.71	1425	40.95
1982	30.9	0.0	2.2	0.7	100.0	0.0	1.00	45.00	13.5	52	.0	N.C.	0	750	24.27	1350	43.69

*See Special Notes - Page 7

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TV & Radio (cont.)																	
SOUND & VISION																	
1986	49.9	0.0	93.4	17.1	53.6	21.4	2.50	13.97	6.9	6	6.8	50.0	2	3236	64.85	4261	85.39
1985	54.0	0.0	96.1	14.7	60.1	23.1	2.00	11.97	25.2	8	9.8	N.C.	0	3236	59.93	4261	78.91
1984	59.1	0.0	94.8	25.8	78.0	10.4	1.50	11.99	27.3	11	11.6	N.C.	0	3236	54.75	4261	72.10
1983	63.2	0.0	95.3	28.3	72.3	6.7	1.50	11.99	33.4	12	7.7	N.C.	0	3236	51.20	4261	67.42
1982	44.9	0.0	95.2	42.7	99.1	0.0	1.50	11.99	33.4	12	22.5	N.C.	0	3236	72.07	4261	94.90
TV GUIDE																	
1986	820.6	0.0	25.9	471.1	85.6	5.4	0.85	33.98	23.1	52	51.4	N.C.	0	11288	13.76	14110	17.19
1985	802.2	0.0	48.1	466.3	93.6	5.0	0.85	31.98	27.6	52	53 8	N.C.	0	10750	13.40	13440	16.75
1984	808.4	0.0	42.1	430.7	76.7	10.1	0.79	29.98	27.0	52	9.7	N.C.	0	10240	12.67	12800	15.83
1983	819.6	0.0	38.3	408.8	55.3	9.4	0.75	29.98	24.6	53	.0	N.C.	0	9660	11.79	12075	14.73
1982	873.4	0.0	33.1	365.0	61.6	0.0	0.75	29.98	23.1	52	.0	N.C.	0	9030	10.34	11285	12.92
Women's																	
CANADIAN LIVING																	
1986	518.6	0.0	58.6	312.5	96.2	3.8	1.99	16.98	34.4	13	.0	N.C.	0	12710	24.51	14950	28.83
1985	509.8	0.0	54.1	325.4	99.2	4.4	1.79	16.98	27.0	13	.0	N.C.	0	11990	23.52	14105	27.67
1984	475.1	0.0	45.9	265.1	99.2	0.2	1.79	15.98	31.3	13	.0	N.C.	0	9915	20.87	11660	24.54
1983	433.2	0.0	42.3	211.8	97.5	0.0	1.49	14.98	16.2	12	.0	N.C.	0	6940	16.02	8165	18.85
1982	367.0	0.0	37.4	198.2	99.6	0.0	1.25	11.98	20.1	12	.0	N.C.	0	6035	16.44	7100	19.35
CHATELAINE																	
1986	1099.6	0.0	92.3	648.4	17.6	50.5	2.00	14.00	41.7	12	107.4	1100.0	5	19175	17.44	24580	22.35
1985	1102.6	0.0	92.4	553.1	39.9	40.4	1.75	12.00	42.9	12	93.8	1100.0	0	18260	16.56	23410	21.23
1984	1092.0	0.0	92.5	529.6	37.2	43.2	1.50	12.00	33.3	12	9.2	N.C.	0	17390	15.92	22295	20.42
1983	1101.8	0.0	96.2	630.1	26.0	43.2	1.50	10.00	44.4	12	.0	N.C.	0	16105	14.62	20645	18.74
1982	1077.6	0.0	91.8	611.9	24.3	42.6	1.25	8.00	46.7	12	7.7	N.C.	0	15340	14.24	19660	18.24
FLARE																	
1986	223.2	0.0	87.3	103.9	41.4	38.7	2.00	16.00	33.3	12	23.1	210.0	0	6555	29.37	8775	39.31
1985	214.5	0.0	88.0	91.4	50.1	48.5	2.00	14.00	41.7	12	4.5	205.0	0	6140	28.62	8220	38.32
1984	213.6	0.0	87.8	92.4	39.9	41.8	1.50	10.00	39.4	11	.0	N.C.	0	5690	26.64	7620	35.67
1983	204.0	0.0	89.1	121.6	43.1	38.4	1.50	9.00	40.0	10	5.9	N.C.	0	5325	26.10	7130	34.95
1982	199.1	0.0	87.6	86.3	56.8	46.0	1.25	7.50	40.0	10	.2	N.C.	0	5070	25.46	6790	34.10
ORAH																	
1986	14.6	0.0	100.1	4.8	100.0	0.0	0.00	2.05	0.0	5	.0	N.C.	0	593	40.62	N.A.	
1985	13.7	0.0	100.0	5.7	100.0	0.0	0.00	2.05	0.0	4	.8	N.C.	0	593	43.28	N.A.	
1984	14.2	0.0	100.0	4.5	100.0	0.0	0.00	2.05	0.0	5	5.1	N.C.	0	593	41.76	N.A.	
1983	14.3	0.0	100.0	3.1	100.0	0.0	0.00	2.05	0.0	6	4.5	N.C.	0	516	36.08	N.A.	
1982	14.3	0.0	100.0	4.7	100.0	0.0	0.00	2.05	0.0	6	8.3	N.C.	0	449	31.40	659	46.08

CANADIAN (ENGLISH) FIVE YEAR TREND INDICES BY CLASSIFICATION

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
Boating & Yachting				
1986	103.6	112.3	80.6	106.6
1985	102.8	113.3	75.0	108.4
1984	107.4	114.7	88.0	110.6
1983	102.3	104.6	96.3	114.1
1982	100.0	100.0	100.0	100.0
Business & Finance				
1986	0.0	0.0	0.0	0.0
1985	0.0	0.0	0.0	0.0
1984	0.0	0.0	0.0	0.0
1983	0.0	0.0	0.0	0.0
1982	0.0	0.0	0.0	0.0
City Magazines				
1986	114.6	115.8	109.2	103.1
1985	112.8	116.2	97.4	104.0
1984	110.0	112.5	98.7	88.3
1983	107.3	110.8	91.4	88.0
1982	100.0	100.0	100.0	100.0
Fishing & Hunting				
1986	332.0	361.6	197.0	246.9
1985	306.1	332.5	185.7	237.7
1984	291.1	318.0	168.4	221.9
1983	261.2	278.3	183.5	139.9
1982	100.0	100.0	100.0	100.0
General Interest				
1986	106.2	107.6	86.5	96.4
1985	107.1	108.4	88.0	101.4
1984	104.8	105.6	93.2	95.5
1983	103.7	104.0	99.8	98.8
1982	100.0	100.0	100.0	100.0
Homes				
1986	111.9	131.5	36.7	123.9
1985	113.4	131.8	42.7	153.8
1984	110.8	126.3	51.0	145.3
1983	115.2	125.2	76.7	46.0
1982	100.0	100.0	100.0	100.0

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
News				
1986	104.9	107.5	66.9	105.0
1985	102.5	104.7	71.9	100.9
1984	103.9	105.5	81.0	108.2
1983	101.5	102.1	92.9	101.7
1982	100.0	100.0	100.0	100.0
Photography				
1986	105.5	53.7	644.6	180.4
1985	104.5	107.2	76.8	174.2
1984	108.0	111.3	73.2	270.8
1983	103.8	104.8	92.9	240.7
1982	100.0	100.0	100.0	100.0
Sports & Recreation				
1986	116.1	112.4	126.3	131.3
1985	105.5	113.7	83.0	122.5
1984	105.1	114.1	80.1	119.6
1983	104.1	108.5	92.1	129.5
1982	100.0	100.0	100.0	100.0
TV & Radio				
1986	95.6	78.3	104.9	119.9
1985	94.0	132.0	73.6	118.2
1984	95.2	119.5	82.1	112.1
1983	96.7	112.8	88.0	107.3
1982	100.0	100.0	100.0	100.0
Women's				
1986	111.9	116.2	95.6	118.7
1985	111.0	113.8	100.2	108.3
1984	108.3	108.7	106.5	98.9
1983	105.7	109.4	91.6	107.3
1982	100.0	100.0	100.0	100.0

See Page 10 for Listing of Publications by Classification

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
Almanacs & Directories																	
FRENCH																	
ALMANACH DU PEUPLE*																	
1986	133.1	0.0	0.0	0.0	0.0	0.0	4.50	0.00	0.0	1	.0	N.C.	0	1285	9.65	2570	19.31
1985	129.1	0.0	0.0	0.0	0.0	0.0	4.50	0.00	0.0	1	.0	N.C.	0	1200	9.30	2400	18.59
1984	106.5	0.0	0.0	0.0	0.0	0.0	4.50	0.00	0.0	1	.0	N.C.	0	950	8.92	1550	14.55
1983																	
1982																	
Boating & Yachting																	
QUEBEC YACHTING VOILE & MOTEUR*																	
1986	7.1	0.0	75.7	3.5	99.9	0.0	2.74	19.50	21.2	9	.8	N.C.	0	1310	184.51	N.A.	
1985	6.7	0.0	74.3	1.6	97.8	0.0	2.75	19.50	77.3–	4	.2	N.C.	0	1270	189.55	1870	279.10
1984																	
1983																	
1982																	
Fishing & Hunting																	
SENTIER CHASSE-PECHE																	
1986	73.4	0.0	75.5	31.1	100.0	99.6	2.95	26.00	19.9	11	.0	N.C.	0	3480	47.41	4280	58.31
1985	70.0	0.0	75.4	28.6	100.0	100.0	2.95	26.00	19.9	11	.0	N.C.	0	3250	46.43	4000	57.14
1984	71.9	0.0	75.1	33.4	100.0	51.8	2.75	23.00	24.0	11	.0	N.C.	0	3250	45.20	4000	55.63
1983	80.2	0.0	80.0	34.4	100.0	49.6	2.50	21.00	23.6	11	.0	N.C.	0	3110	38.78	3860	48.13
1982	84.8	0.0	81.5	32.4	100.0	24.7	2.50	19.95	27.5	11	.0	N.C.	0	N.A.		N.A.	
Food & Beverage																	
COUP DE POUCE EXTRA*																	
1986	59.2	0.0	0.0	0.0	0.0	0.0	2.99	0.00	0.0	6	.0	N.C.	0	N.A.		2300	38.85
1985	96.0	0.0	0.0	0.0	0.0	0.0	2.99	0.00	0.0	1	.0	N.C.	0	N.A.		2300	23.96
1984																	
1983																	
1982																	
General Interest																	
L'ACTUALITE																	
1986	266.9	0.0	45.5	118.2	20.7	55.4	2.00	14.00	16.7–	6	5.4	260.0	0	6575	24.63	8650	32.41
1985	265.7	0.0	92.7	107.3	30.6	56.2	1.75	12.00	42.9	12	14.0	260.0	0	6205	23.35	8165	30.73
1984	262.9	0.0	93.7	95.4	38.4	60.2	1.50	12.00	33.3	12	2.2	N.C.	0	5905	22.46	7775	29.57
1983	252.3	0.0	94.2	127.9	31.6	60.2	1.50	10.00	44.4	12	.6	N.C.	0	5490	21.75	7230	28.66
1982	240.5	0.0	93.6	103.9	30.5	57.4	1.25	8.00	46.7	12	6.1	N.C.	0	5225	21.73	6885	28.63
CROC																	
1986	73.4	0.0	20.4	17.9	100.0	0.0	2.75	24.00	27.3	12	.0	N.C.	0	2425	33.04	2890	39.37
1985	78.2	0.0	14.9	12.1	100.0	0.0	2.50	24.00	20.0	12	.0	N.C.	0	2310	29.54	2750	35.17
1984	78.3	0.0	18.2	13.2	100.0	0.0	2.50	21.00	30.0	12	.0	N.C.	0	2100	28.65	2500	34.11
1983	74.3	0.0	17.2	13.8	100.0	0.0	2.50	18.00	40.0	12	.0	N.C.	0	2100	28.26	2500	33.65
1982	58.8	0.0	10.6	9.8	100.0	0.0	2.50	18.00	40.0	12	.0	N.C.	0	1400	23.81	2000	34.01

*See Special Notes - Pages 7 & 8

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
General Interest (cont.)																	
SELECTIONS DU READER'S DIGEST																	
1986	378.1	0.0	93.7	368.1	28.4	42.3	1.95	20.46	12.6	12	43.7	N.C.	0	6330	16.74	7740	20.47
1985	380.8	0.0	93.1	388.7	23.4	53.7	1.69	18.96	6.5	12	29.0	N.C.	0	6030	15.84	7350	19.30
1984	348.3	0.0	92.8	361.8	43.0	39.0	1.69	16.57	18.3	12	26.6	N.C.	0	5385	15.46	6580	18.89
1983	329.7	0.0	91.5	317.1	37.9	6.9	1.50	15.46	14.1	12	6.4	N.C.	0	4810	14.59	5875	17.82
1982	318.7	0.0	91.4	298.3	24.1	15.6	1.50	14.46	19.7	12	1.1	N.C.	0	4500	14.12	5495	17.24
Homes																	
DECORATION CHEZ-SOI																	
1986	64.9	0.0	29.9	15.3	82.2	0.0	2.75	23.95	20.8	11	.0	N.C.	0	N.A.		3520	54.24
1985	64.9	0.0	31.2	14.7	92.8	0.0	2.50	24.00	12.7	11	.0	N.C.	0	N.A.		3350	51.62
1984	67.2	0.0	33.8	16.9	94.6	0.0	2.50	24.00	20.0	12	.9	N.C.	0	N.A.		3350	49.85
1983	76.6	0.0	28.8	21.7	83.9	0.0	2.50	24.00	20.0	12	1.0	N.C.	0	3350	43.73	3350	43.73
1982	84.4	0.0	28.4	22.6	74.7	0.0	2.50	24.00	20.0	12	.0	N.C.	0	3350	39.69	3350	39.69
LES IDEES DE MA MAISON*																	
1986	89.9	0.0	41.9	26.5	29.1	25.5	2.75	24.00	12.7	10	.0	N.C.	0	N.A.		3825	42.55
1985	73.6	0.0	30.7	25.9	44.1	64.5	2.50	24.00	12.7	11	.0	N.C.	0	N.A.		2750	37.36
1984	52.5	0.0	16.0	13.9	66.8	39.0	2.50	24.00	20.0	12	.0	N.C.	0	N.A.		2750	52.38
1983	60.4	0.0	1.5	1.7	96.6	0.0	2.50	24.00	20.0	12	.0	N.C.	0	N.A.		2000	33.11
1982																	
RENOVATION BRICOLAGE																	
1986	37.3	0.0	67.4	23.7	83.4	0.0	2.95	25.95	26.7	12	.0	N.C.	0	2205	59.12	2705	72.52
1985	35.8	0.0	68.2	19.2	90.2	0.0	2.75	26.00	21.2	12	.0	N.C.	0	2100	58.66	2575	71.93
1984	39.1	0.0	66.5	21.9	84.4	0.0	2.50	24.00	20.0	12	.5	N.C.	0	2100	53.71	2575	65.86
1983	41.6	0.0	70.0	25.1	90.6	0.0	2.50	24.00	20.0	12	.4	N.C.	0	2000	48.08	2475	59.50
1982	50.4	0.0	76.3	36.2	69.4	0.0	2.25	21.00	22.2	12	.0	N.C.	0	2000	39.68	2475	49.11
Music																	
WOW!*																	
1986	35.3	0.0	24.0	11.0	71.5	71.5	1.99	15.00	37.2	12	.0	N.C.	0	1465	41.50	1950	55.24
1985																	
1984																	
1983																	
1982																	
Science & Technology																	
QUEBEC SCIENCE																	
1986	19.6	0.0	77.4	14.2	98.9	0.0	2.95	25.00	29.4	12	.0	N.C.	0	1600	81.63	2125	108.42
1985	20.0	0.0	73.6	10.7	89.6	0.0	2.95	25.00	29.4	12	.0	N.C.	0	1500	75.00	1900	95.00
1984	19.9	0.0	77.0	12.0	99.1	0.0	2.95	25.00	29.4	12	.0	N.C.	0	1500	75.38	1900	95.48
1983	20.4	0.0	73.9	12.5	99.0	0.0	2.95	23.00	35.0	12	.0	N.C.	0	1400	68.63	1750	85.78
1982	21.1	0.0	76.7	12.4	98.9	0.0	2.95	23.00	35.0	12	.0	N.C.	0	1315	62.32	1645	77.96

*See Special Notes - Page 8

Year End. 12-31	Ave. Paid Circ.	% Circ. In 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
Senior Citizens																	
LE TEMPS DE VIVRE*																	
1986	20.3	0.0	57.7	12.4	100.0	0.0	1.95	19.50	16.7	12	.5	N.C.	0	910	44.83	1410	69.46
1985																	
1984																	
1983																	
1982																	
TV & Radio																	
TV HEBDO																	
1986	270.8	0.0	18.7	61.6	0.0	0.0	0.95	39.78	19.5	52	.0	N.C.	0	3315	12.24	4535	16.75
1985	254.9	0.0	14.9	43.7	0.2	0.0	0.89	38.78	16.2	52	.0	N.C.	0	3315	13.01	4535	17.79
1984	228.0	0.0	10.9	30.6	23.0	0.0	0.85	35.95	18.7	52	.0	N.C.	0	3155	13.84	4320	18.95
1983	233.1	0.0	5.2	22.1	33.8	0.0	0.75	35.95	7.8	52	.0	N.C.	0	2995	12.85	4075	17.48
1982	252.6	0.0	3.6	10.6	76.4	0.0	0.75	35.95	7.8	52	.0	N.C.	0	2825	11.18	3845	15.22
TV PLUS																	
1986	22.7	0.0	0.3	0.2	58.9	0.0	0.85	37.44	15.3	52	.0	N.C.	0	265	11.67	N.A.	
1985	23.9	0.0	0.5	0.1	100.0	0.0	0.85	37.44	15.3	52	.0	N.C.	0	265	11.09	N.A.	
1984	24.9	0.0	0.6	0.1	100.0	0.0	0.80	37.44	10.0	52	.0	N.C.	0	250	10.04	N.A.	
1983	31.0	0.0	0.7	0.2	100.0	0.0	0.70	33.95	8.5	53	.0	N.C.	0	235	7.58	N.A.	
1982	30.6	0.0	0.9	0.3	100.0	0.0	0.70	33.95	6.7	52	.0	N.C.	0	220	7.19	N.A.	
Women's																	
CHATELAINE																	
1986	299.2	0.0	92.8	144.7	19.5	65.1	2.00	14.00	41.7	12	31.8	300.0	5	6550	21.89	8420	28.14
1985	303.3	0.0	92.7	143.8	41.9	67.2	1.75	12.00	42.9	12	22.4	300.0	1	6190	20.41	7945	26.20
1984	299.0	0.0	93.0	117.4	34.6	74.7	1.50	12.00	33.3	12	9.8	N.C.	0	5895	19.72	7565	25.30
1983	300.5	0.0	92.6	162.8	37.1	62.7	1.50	10.00	44.4	12	.7	N.C.	0	5410	18.00	6940	23.09
1982	294.0	0.0	92.6	153.9	30.8	58.0	1.25	8.00	46.7	12	3.3	N.C.	0	5150	17.52	6610	22.48
CLIN D'OEIL																	
1986	68.1	0.0	13.1	7.9	72.6	0.0	2.95	30.95	19.3	13	.0	N.C.	0	3210	47.14	3720	54.63
1985	74.7	0.0	15.9	10.0	99.9	0.0	2.95	32.00	16.6	13	.0	N.C.	0	3000	40.16	3475	46.52
1984	85.3	0.0	15.0	10.1	96.1	0.0	2.95	28.00	27.0	13	1.4	N.C.	0	2545	29.84	3020	35.40
1983	76.2	0.0	10.5	9.9	76.8	0.0	2.50	24.00	20.0	12	1.2	N.C.	0	2545	33.40	3020	39.63
1982	58.4	0.0	8.1	5.7	73.8	0.0	2.50	24.00	20.0	12	.0	N.C.	0	2135	36.56	2610	44.69
COUP DE PEIGNE*																	
1986	37.7	0.0	12.5	1.4	41.2	12.5	2.75	9.00	18.2	4	.0	N.C.	0	1275	33.82	1825	48.41
1985	40.1	0.0	13.4	1.5	47.6	10.7	2.75	9.00	9.1–	3	.0	N.C.	0	1275	31.80	1675	41.77
1984	42.7	0.0	9.3	6.5	0.4	43.5	2.50	12.00	20.0	6	.0	N.C.	0	1275	29.86	1675	39.23
1983	42.8	0.0	0.8	1.1	0.0	0.0	2.25	11.00	18.5	6	.0	N.C.	0	850	19.86	1250	29.21
1982																	

*See Special Notes - Pages 7 & 8

Year End. 12-31	Ave. Paid Circ.	% Circ. In 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
COUP DE POUCE*																	
1986	149.3	0.0	44.0	62.9	0.1	0.0	1.89	20.41	16.9	13	9.4	N.C.	0	5000	33.49	5885	39.42
1985	173.4	0.0	43.2	38.4	0.0	0.0	1.89	20.41	10.0	12	10.1	N.C.	0	5320	30.68	6260	36.10
1984	172.3	0.0	30.2	68.5	36.3	0.0	1.49	16.09	8.0–	10	3.6	N.C.	0	3930	22.81	4625	26.84
1983																	
1982																	
FILLES D'AUJOURD 'HUI																	
1986	32.3	0.0	53.6	13.5	8.4	14.8	2.25	25.00	7.4	12	.0	N.C.	0	1090	33.75	1490	46.13
1985	27.6	0.0	43.2	14.2	4.4	4.9	2.25	21.00	22.2	12	.0	N.C.	0	1090	39.49	1490	53.99
1984	24.1	0.0	31.3	8.9	1.3	33.5	2.25	21.00	22.2	12	.0	N.C.	0	980	40.66	1380	57.26
1983	25.3	0.0	19.6	6.0	46.1	35.0	1.99	19.00	20.4	12	.0	N.C.	0	980	38.74	1380	54.55
1982	30.3	0.0	16.5	4.8	98.1	62.9	1.99	19.00	20.4	12	.0	N.C.	0	850	28.05	1250	41.25
LE LUNDI																	
1986	95.2	0.0	14.4	20.1	100.0	80.2	1.79	65.00	30.2	52	.0	N.C.	0	2995	31.46	3995	41.96
1985	93.4	0.0	11.6	13.5	100.0	100.0	1.69	60.00	31.7	52	.0	N.C.	0	1940	20.77	3045	32.60
1984	99.1	0.0	12.9	12.0	100.0	100.0	1.50	66.66	14.5	52	.0	N.C.	0	1870	18.87	2495	25.18
1983	117.4	0.0	9.4	12.9	100.0	0.0	1.50	66.66	16.2	53	.0	N.C.	0	1725	14.69	2300	19.59
1982	116.7	0.0	5.7	7.4	100.0	0.0	1.29	55.55	17.2	52	.0	N.C.	0	1575	13.50	2100	17.99
M*																	
1986	51.4	0.0	40.1	14.4	100.0	100.0	2.25	19.00	29.6	12	.0	N.C.	0	1835	35.70	2450	47.67
1985	62.7	0.0	33.8	20.0	100.0	100.0	2.25	19.00	29.6	12	.0	N.C.	0	1485	23.68	1980	31.58
1984	66.4	0.0	38.4	22.4	100.0	100.0	2.00	19.00	20.8	12	.0	N.C.	0	1310	19.73	1750	26.36
1983	58.4	0.0	26.7	17.2	100.0	100.0	2.00	19.00	20.8	12	.0	N.C.	0	1200	20.55	1600	27.40
1982																	

*See Special Notes - Pages 7 & 8

CANADIAN (FRENCH) FIVE YEAR TREND INDICES BY CLASSIFICATION

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
Almanacs & Directories				
1986	0.0	0.0	0.0	0.0
1985	0.0	0.0	0.0	0.0
1984	0.0	0.0	0.0	0.0
1983	0.0	0.0	0.0	0.0
1982	0.0	0.0	0.0	0.0
Boating & Yachting				
1986	0.0	0.0	0.0	0.0
1985	0.0	0.0	0.0	0.0
1984	0.0	0.0	0.0	0.0
1983	0.0	0.0	0.0	0.0
1982	0.0	0.0	0.0	0.0
Fishing & Hunting				
1986	86.6	80.2	114.6	96.0
1985	82.5	76.4	109.6	88.3
1984	84.8	78.1	114.0	103.1
1983	94.6	92.9	101.9	106.2
1982	100.0	100.0	100.0	100.0
Food & Beverage				
1986	0.0	0.0	0.0	0.0
1985	0.0	0.0	0.0	0.0
1984	0.0	0.0	0.0	0.0
1983	0.0	0.0	0.0	0.0
1982	0.0	0.0	0.0	0.0
General Interest				
1986	116.2	93.9	238.7	122.4
1985	117.3	117.2	117.6	123.3
1984	110.8	111.5	106.6	114.2
1983	106.2	105.7	109.1	111.4
1982	100.0	100.0	100.0	100.0
Homes				
1986	142.5	131.5	152.0	111.4
1985	129.3	107.5	148.1	101.7
1984	117.8	91.4	140.7	89.6
1983	132.5	83.4	175.0	82.5
1982	100.0	100.0	100.0	100.0

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
Music				
1986	0.0	0.0	0.0	0.0
1985	0.0	0.0	0.0	0.0
1984	0.0	0.0	0.0	0.0
1983	0.0	0.0	0.0	0.0
1982	0.0	0.0	0.0	0.0
Science & Technology				
1986	92.9	93.8	39.8	114.5
1985	94.8	90.7	108.2	86.3
1984	94.3	94.4	93.9	96.8
1983	96.7	93.2	108.2	100.8
1982	100.0	100.0	100.0	100.0
Senior Citizens				
1986	0.0	0.0	0.0	0.0
1985	0.0	0.0	0.0	0.0
1984	0.0	0.0	0.0	0.0
1983	0.0	0.0	0.0	0.0
1982	0.0	0.0	0.0	0.0
TV & Radio				
1986	103.6	539.4	88.7	567.0
1985	98.4	405.3	87.9	401.8
1984	89.3	266.0	83.2	281.7
1983	93.3	130.9	92.0	204.6
1982	100.0	100.0	100.0	100.0
Women's				
1986	146.8	141.6	154.0	154.2
1985	155.2	144.6	169.8	140.5
1984	158.0	136.1	188.0	143.1
1983	124.3	110.3	143.5	122.2
1982	100.0	100.0	100.0	100.0

See Page 10 for Listing of Publications by Classification

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A3385-1 ERRATA

1987 ABC Conference, November 11 - 13, San Francisco

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CORRECTION NOTICE

MAGAZINE TREND REPORT 1987 EDITION

PAGE 12 BUSINESS WEEK 1986

The 1986 figures for Business Week should be amended to read:

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
1986	877.3	99.1	95.2	820.5	55.4	24.1	2.00	39.95	60.8	51	43.1	860.0	10	32142	36.64	48854	55.69

When compiling the information for the 1987 Edition of the Magazine Trend Report, the **BUSINESS WEEK (North America)** figures were inadvertently used in place of the **BUSINESS WEEK (World Wide)** figures. The corrected figures are noted above. The 4-C Advertising Rate for 1984 should also be amended to read 42,000.

It should also be noted that the **% Subscription** for 1986 for (Page 30) **50 Plus** should be 100.0%.